



**UNIVERSITY
AREA CDC**
Let's grow together!



Volunteers and UACDC staff at Harvest Hope Community Garden

2021
ANNUAL REPORT
and **2022**
PARTNERSHIP OPPORTUNITIES

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GREETINGS

FROM THE EXECUTIVE DIRECTOR & CEO

Dear Friends of University Area CDC,

University Area CDC is focused forward, committed to reaching milestones in the University Area that will improve the quality of life for our residents. We remain steadfast and committed to our mission: children and family development, crime prevention and commerce growth. Our primary focus is the redevelopment and sustainability of the at-risk areas surrounding the Tampa campus of the University of South Florida. Now more than ever, we are motivated to make a significant impact in the University Area and improve this community in a transformative and lasting way.

In 2022, we look forward to welcoming residents into our 61-unit attainable housing complex, Uptown Sky, scheduled to be complete this year. Families are desperately in need of safe, attainable housing, and Uptown Sky is unique in providing education, health & wellness services and employment opportunities that are located an elevator ride away.

Serving as a “connector”, University Area CDC is working to address the needs of the community by partnering on services that are critical in providing opportunities to the residents who call this area home. We believe that we can grow our community, one block at time, by empowering residents to become change agents to improve the economic and social conditions of their environment.

In alignment with our mission, University Area CDC’s Neighborhood Transformation Strategy is a holistic approach to community development & engagement, and will heavily focus on the following initiatives in 2022:

- **Resident and Community Engagement** | Continue to further University Area CDC’s reach into the community by building meaningful relationships with residents, identifying their individual needs and connecting them with resources and items of assistance to improve their lives.
- **Attainable Housing** | Construction recently began on our 61-unit attainable housing complex, Uptown Sky, scheduled to be completed this year, as well as home ownership opportunities in our University Townhomes development. Residents are eagerly awaiting the opportunity to live in a location that is affordable, safe and intentionally built to support their needs.
- **University Area Cultural Campus** | The mission of the Cultural Campus, on which we broke ground in February 2021, is to serve as a navigational hub, connecting community residents with anchored partners who are providing direct programming and services through a holistic approach.
- **Harvest Hope Park** | Continues to be a gathering place for residents and serve as a resource-rich location for physical activities, gardening, fishing, nutrition classes and food distribution. In 2022, we will also add a splash park for residents, along with additional street parking.

Our community strategy is timely, and with support from our partners we are sure to make an immediate and lasting impact for residents in the University Area. This 2022 Partnership Opportunities booklet is your guide on ways to support University Area CDC and how to be involved in our Neighborhood Transformation Strategy, as we grow this community into a place to live, work, play and stay.

Let’s Grow Together!



Sarah Combs
University Area CDC, Executive Director & CEO





WHO WE ARE

For decades, University Area CDC has championed positive change in the economic, educational and social levels of the community through youth programs, adult education, affordable housing, workforce and resource assistance, and community engagement.

Our Mission

University Area CDC is a 501(c) (3) public/private partnership whose mission is children and family development, crime prevention and commerce growth. Its primary focus is the redevelopment and sustainability of the at-risk areas surrounding the Tampa campus of the University of South Florida.

Our Vision

University Area CDC is a change agent fostering collaborations with community partners to address the needs of residents, families and businesses so they can take back the streets of the University Area Community where they can safely grow and prosper for years to come.

Our Brand Promise

At University Area CDC, we focus on providing results-oriented services and programs to the residents of our community. We promise to be beacon of hope and a safe-haven for those who need a voice. As fearless champions of University Area residents, we will empower them with essential tools needed to attain better jobs, better health and better futures for their children.

"There is no better exercise for your heart than reaching down and helping to lift someone up."

— Bernard Meltzer

WHO WE SERVE

Service Area: Uptown/University Area of Tampa, FL (Hillsborough County – Zip Codes 33612 & 33613)

Number of Employees: 49 Full and Part-time

Annual Budget: \$5,157,409 Million

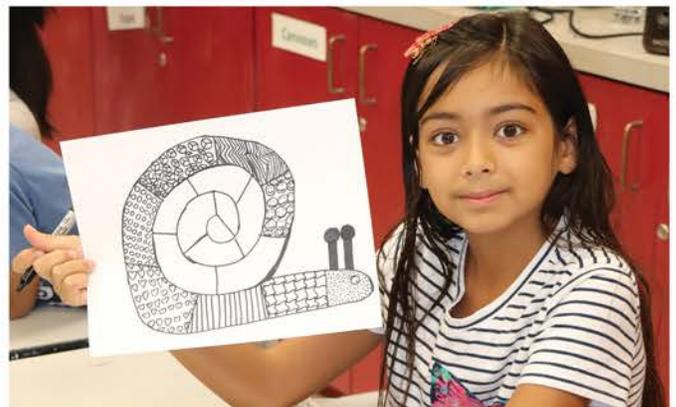
AREA DEMOGRAPHICS

- **25,600** Population
- **\$14,000** Per Capita Median Income
- **26%** Population Under 17 Years of Age
- **38%** Poverty Rate
- **31%** No Vehicle Household
- **80%** Minority
- **8%** Population Over 65
- **9%** Unemployment Rate
- **30%** Adults w/ No High School Diploma
- **89%** Renter-Occupied Housing

2021 COMMUNITY IMPACT

Through strategic collaborations, partnerships and fundraising, University Area CDC impacted 12,500+ individuals throughout Hillsborough county and surrounding counties through our programs and services during the 2021 calendar year. Highlights of our programming and services include:

-  10,944 individuals & families served through community outreach events.
-  68 partnerships engaged and 83 partnership events successfully accomplished.
-  500 lbs of produce harvested & distributed from our Harvest Hope Community Garden.
-  1,395 youth & adults served through our Prodigy® Cultural Arts program
-  256 members united through our UACDC Partners Coalition.
-  186 individuals empowered through our INVEST Workforce program, with 55 individuals receiving Workforce Training Certifications
-  406 participants in our STEPS for Success program
-  3,522 youth & adults served through our Get Moving program



OUR HOLISTIC APPROACH TO COMMUNITY DEVELOPMENT & ENGAGEMENT

The University Area CDC’s Neighborhood Transformation Strategy focuses on a community development model that effectively supports University Area residents in a real and meaningful way. Our holistic approach is one that engages and empowers the community by including them in the process of creation, implementation and management. We believe that we can grow our community, one block at time, by empowering residents to become change agents to improve the economic and social conditions of their community.

University Area CDC Programs and Initiatives include:



ATTAINABLE HOUSING | Working to develop, finance and operate attainable, program-enriched housing for families, veterans and seniors who lack the economic resources to access quality safe housing opportunities in an innovative way.



BLOCK BY BLOCK | 10-week program where volunteers work one-on-one with area families to identify their needs and connect them to resources and items of assistance. This program allows us to identify neighborhood needs, allowing for resident needs to be responded to in both an individual and communal way.



GET MOVING! MIND, BODY & SOUL | Promotes health and wellness in the community through youth and adult sports leagues, free educational/social workshops, physical development and nutrition classes.



HARVEST HOPE PARK | The park sits on 7 acres of land in the heart of the community. It serves as a resident-friendly space that encourages family play, healthy eating, environmental sustainability, education and community interaction. Features include a community garden, teaching kitchen, multi-purpose sports field, playground, fitness stations, walking trail and fish pond.



INVEST WORKFORCE | Infuses results-based accountability framework to address the need for workforce and entrepreneurial opportunities for residents, through coaching, training classes, certifications, job search assistance and employment placement.



PARTNERS COALITION | The University Area CDC Partners Coalition is a group of individuals, businesses, nonprofits and government agencies who bring together their varied wisdom, skills and resources to address the complex problem of poverty in the University Area community.



PRODIGY® CULTURAL ARTS | A research proven, diversion and prevention program, that provides a safe arena where youth and adults learn effective communication, problem solving and conflict resolution skills through visual and performing arts. Prodigy® has been proudly transforming lives for over 20 years.

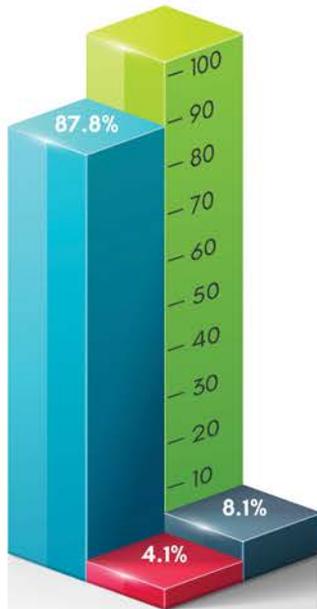


STEPS FOR SUCCESS® | Provides person-centered, targeted, wrap-around services and support to help residents in their desire to achieve self-sufficiency through education, employment, training and better housing to strengthen family well-being.

HOW IS MY CONTRIBUTION APPLIED?

COMMUNITY INVESTMENT

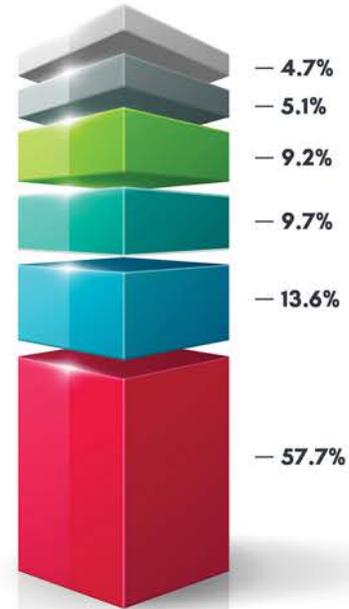
EXPENSES BY PERCENTAGE



- Program Services
- Support Services
- Fundraising

\$.88 of every \$1.00 spent goes directly to University Area CDC Program Services!

REVENUE BY PERCENTAGE



- Government Grants
- Contributions
- Facility Fees
- Paycheck Protection Program
- Attainable Housing
- Investments & Other Revenues

UNIVERSITY AREA CDC BOARD OF DIRECTORS

Dr. Eric Eisenberg, Chairman
Leon Paige, Vice Chairman
Francis Joseph, Treasurer
Darlene Staunko, Secretary
Tony Coleman, Immediate Past Chairman
Victor Crist, Chairman Emeritus

John Braumuller
 Jon Dengler
 Dima Didenko
 Mark Downing
 Ross Fabain
 Pastor Don Grantham

Major Geoffrey Harris
 Pamela Hatley
 Kenneth Jones
 Gene Marshall
 Julia Safina
 Mark Sharpe

The volunteer Board of Directors governs the University Area Community Development Corporation, Inc. The board is comprised of local business leaders, community residents, the faith community and law enforcement. The board sets policy on all matters related to the UACDC including personnel, financial, programmatic, strategic planning and evaluation and provides oversight in all these areas. These dedicated volunteers share a vision and desire to accomplish common goals to advance the community.

UNIVERSITY AREA CDC PROGRAM: **PRODIGY® CULTURAL ARTS**

Prodigy® is a research-based prevention and diversion program for at-risk youth ages 5-18. For over 20 years, Prodigy® has used visual and performing arts as a way to help young people develop life skills such as communication, leadership, problem solving, anger management, career aspirations, and goal setting. Each art class is conducted by a professional artist who serves as a mentor and teacher. Through art, young people build self-confidence, learn how to showcase their skills and develop lifelong positive habits for future success.

Current cost analysis shows Prodigy® to be among the lowest cost prevention and diversion programs at an average of \$1,577 per student, even when all costs are included. Prodigy® also saves the state of Florida additional expenses that are often accrued through juvenile crime and delinquency, while decreasing the risk of students going further into the juvenile justice system. Prodigy® is partly funded by the FL Dept. of Juvenile Justice and Hillsborough County.

DATE: ONGOING

PROJECTED PARTICIPANTS: ±1,000 ANNUALLY

AUDIENCE
Youth ages 5-18 and senior adults




SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR (\$5,000)

Provides youth with free cultural arts classes, such as music, dance and art.

- Listed as a program partner of the Prodigy® Cultural Arts program on the Prodigy website, social media platforms and program collateral.
- Membership in University Area CDC Partners Coalition
- Invite to University Area CDC special events

SILVER SPONSOR (\$2,500)

Provides Prodigy® youth ambassadors the opportunity to attend 2021 Florida Children’s Week in Tallahassee.

- Listed as a program partner of the Prodigy® Cultural Arts program on the Prodigy website, social media platforms and program collateral.
- Membership in University Area CDC Partners Coalition
- Invite to University Area CDC special events

BRONZE SPONSOR (\$1,000)

Provides the Prodigy® *Moves!* program with supplies for area youth.

- Listed as a program partner of the Prodigy® Cultural Arts program on the Prodigy website, social media platforms and program collateral.
- Membership in University Area CDC Partners Coalition
- Invite to University Area CDC special events



PRODIGY® CULTURAL ARTS PROGRAM SHOWCASE MONTH

Throughout the month of March 2022, youth all over Central Florida will participate in the annual Prodigy® Cultural Arts Program Showcase Month. The recital-type showcases allow students to express themselves and their accomplishments through music, art and dance. As a national model for diversion programming, our Prodigy® program seeks to transform the lives of at-risk youth by working to decrease anger, depression, anxiety, suicidal thoughts and somatic problems.

We are seeking sponsorships and in-kind donations to assist with the cost of enabling these youth to display their talents and progression through the arts. We hope that you will recognize the importance of this special month and join us as we truly transform young lives.



DATE: MARCH/APRIL 2023

PROJECTED ATTENDANCE: 500 – 750

AUDIENCE

Students, parents, teachers & family

SPONSORSHIP OPPORTUNITIES

COMMUNITY GOLD (\$1,000)

- Logo or company name on Showcase Month fliers and in event programs
- Company name in event press materials
- Recognition in Prodigy® newsletter
- Recognition at each individual showcase
- Vendor table at University Area CDC/Tampa I showcase
- Recognition on the Prodigy® website
- Appreciation package, including a one-of-a-kind piece of Prodigy® artwork and sponsor plaque

BRONZE FAMILY (\$250)

- Logo or company name on Showcase Month fliers and in event programs
- Recognition in Prodigy® newsletter
- Recognition at each individual showcase
- Appreciation package, including a sponsor certificate

SILVER ADVOCATE (\$500)

- Logo or company name on Showcase Month fliers and in event programs
- Recognition in Prodigy® newsletter
- Recognition at each individual showcase
- Appreciation package, including a Prodigy® keepsake and sponsor certificate

IN-KIND DONATION (\$100)

- Logo or company name on Showcase Month fliers and in event programs
- Recognition at each individual showcase

UNIVERSITY AREA CDC PROGRAM: GET MOVING!

University Area CDC’s Get Moving! program is a comprehensive wellness program that focuses on improving the health and nutrition of University Area residents, while meeting the individual where they are in life. The program strives to create a suitable living environment to promote neighborhood sustainability, by offering healthy activities through organized sports, educational classes and workshops, as well as mental wellness sessions.

From indoor basketball leagues to flag football & soccer in the community park, all organized sports are available to residents who are learning for the first time, as well as those who have “been doing it for years”. Additionally, senior fitness classes paired with nutritional cooking & gardening courses encourages participants at every level in life. Get Moving! partners with various sports, health and educational organizations, certified trainers and medical personnel to provide individuals with a holistic menu of services.

DATE: ONGOING

PROJECTED PARTICIPANTS: ±5,000 ANNUALLY

AUDIENCE
University Area residents – all ages




SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR (\$5,000)

Supports families in the Uptown/University Area to receive education on leading a healthy lifestyle (mind, body & soul) to combat the social determinants of health.

- Listed as a program partner of the Get Moving! program on program web page, social media platforms and program collateral.
- Membership in University Area CDC Partners Coalition
- Invite to University Area CDC special events

BRONZE SPONSOR (\$1,000)

Provides organized sports leagues to Uptown/University Area youth at Harvest Hope Park, including Bay Area Eagles football & cheerleading, as well as youth soccer.

- Listed as a program partner of the Get Moving! program on program web page, social media platforms and program collateral.
- Membership in University Area CDC Partners Coalition
- Invite to University Area CDC special events

SILVER SPONSOR (\$2,500)

Provides health & wellness classes for Uptown/University Area adults, such as boot camp and yoga, and youth participation in karate, basketball fundamentals & more.

- Listed as a program partner of the Get Moving! program on program web page, social media platforms and program collateral.
- Membership in University Area CDC Partners Coalition
- Invite to University Area CDC special events



UNIVERSITY AREA CDC PROGRAM: STEPS FOR SUCCESS®

STEPS for Success® provides one-on-one guidance and individualized goal plans for motivated individuals who wish to improve their circumstances. STEPS® navigators help mitigate crisis, prevent homelessness and stabilize program participants on their quest toward self-sufficiency. Participants receive support in finding gainful employment, attaining safe & affordable housing and becoming self-sustained through educational opportunities, workforce training, life skills and financial guidance.

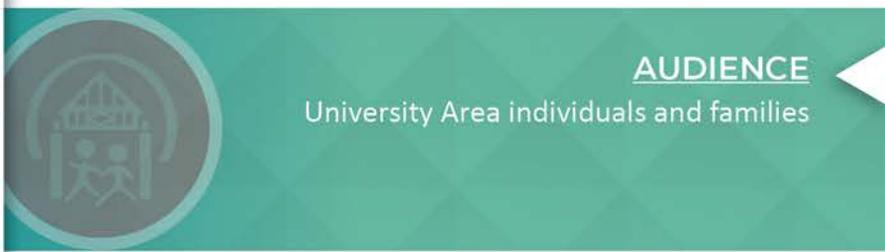
STEPS for Success® consists of three key planning tools:

1. Prescription for Prosperity - This could include a pathway to educational training, a new career or entrepreneurship.
2. Individualized Goal Plan (IGP) - This includes specific goals for life improvements and detailing deadlines, as well as strategies for addressing barriers and gaps identified in the Prescription.
3. Network of Support - Meets on a regular basis to discuss IGP progress and any adjustments that should be made.



DATE: ONGOING

PROJECTED PARTICIPANTS: ±240 ANNUALLY



SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR (\$5,000)

Supports Uptown/University Area families with life-changing resources to reach self sustainability.

- Listed as a program partner of the STEPS for Success® program on program web page, social media platforms and program collateral.
- Membership in University Area CDC Partners Coalition
- Invite to University Area CDC special events

SILVER SPONSOR (\$2,500)

Provides Uptown/University Area families with assistance to maintain a stable housing environment.

- Listed as a program partner of the STEPS for Success® program on program web page, social media platforms and program collateral.
- Membership in University Area CDC Partners Coalition
- Invite to University Area CDC special events

BRONZE SPONSOR (\$1,000)

Assists Uptown/University Area families with life/parenting skills, social/family relations and financial education.

- Listed as a program partner of the STEPS for Success® program on program web page, social media platforms and program collateral.
- Membership in University Area CDC Partners Coalition
- Invite to University Area CDC special events



UNIVERSITY AREA CDC'S ANNUAL GALA CASINO ROYALE

University Area CDC's Annual Gala is a formal, black-tie fundraiser for our organization. It allows leaders in corporate, civic, nonprofit, religious and private sectors to come together and effectively support the initiatives and programs of University Area CDC. The annual event includes a cocktail reception, silent auction, dinner, entertainment, a dessert & martini bar, dancing and cigars under the stars. This is one evening you don't want to miss. Stand with us and become a sponsor of this exquisite event!

DATE: SATURDAY, NOVEMBER 5, 2022 | 6:00 –10:00PM

PROJECTED ATTENDANCE: 400+



AUDIENCE

Area business leaders, dignitaries, leadership in the University Area and University Area CDC Board of Directors

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR (\$15,000)

- Two (2) Tables at the 2022 Gala and High Roller Reception (16 tickets to each event)
- Opportunity to Speak at Event
- Logo Creation on Tables
- Prominent recognition through Press Releases, Social Media, Website, e-Newsletter & Media Interviews
- Organization Name or Logo on UACDC Marquee and all Event Promotional Materials
- Company Banner displayed at Event Entrance and Vocal Recognition During Event
- Full-Page Ad (back page) in Event Program
- Name/Logo Featured on Program Cover & Invitation
- Donor Circle Plaque

ROYAL FLUSH SPONSOR (\$10,000)

- Two (2) Tables at the 2022 Gala and High Roller Reception (16 tickets to each event)
- Logo Creation on Tables
- Prominent recognition through Social Media, Website & e-Newsletter
- Organization Name or Logo on Mask Table
- Organization Name or Logo on Event LCD Monitors
- Full-Page Ad in Event Program
- Donor Circle Plaque

STRAIGHT FLUSH SPONSOR (\$5,000)

- One (1) Table at the 2022 Gala and High Roller Reception (8 tickets to each event)
- Logo Creation on Table
- Recognition through Social Media, Website & e-Newsletter
- Organization Name or Logo on Event LCD Monitors
- Half-Page Ad in Event Program
- Donor Circle Brick



FOUR OF A KIND SPONSOR (\$2,500)

- One (1) Table at the 2022 Gala and High Roller Reception (8 tickets to each event)
- Logo Creation on Table
- Recognition through Social Media & Website
- Organization Name or Logo on Event LCD Monitors
- Quarter-Page Ad in Event Program
- Donor Circle Brick

FULL HOUSE SPONSOR (\$1,000)

- One (1) Table (8 tickets) at the 2022 Gala
- Logo Creation on Table
- Organization name or logo on event LCD monitors
- Listed in Event Program

EXCLUSIVE SPONSORSHIPS

HIGH ROLLER RECEPTION SPONSOR (\$10,000)

The High Roller Reception is exclusively for our most generous and historic supporters. This private event with cocktails & hors d'oeuvres will be the official kick-off to the 2022 Gala. Sponsorship benefits at this level include:

- Two (2) Tables at the 2022 Gala and High Roller Reception (16 tickets to each event)
- Company Logo on Cocktail Napkins
- Signage at Drink Bars
- Full-Page Ad in Event Program
- Prominent recognition through Website, Social Media, e-Newsletter and throughout event

DOUBLE OR NOTHING DESSERT BAR SPONSOR (\$5,000)

- One (1) Table at the 2022 Gala and High Roller Reception (8 tickets to each event)
- Company Logo decoratively displayed on/near the Dessert Bar and recognized throughout the event
- Half-Page Ad in Event Program
- Recognition through Social Media & Website

MO' MONEY MARTINI BAR SPONSOR (\$5,000)

- One (1) Table at the 2022 Gala and High Roller Reception (8 tickets to each event)
- Company Logo decoratively etched into the Ice Sculpture and recognized throughout the event
- Half-Page Ad in Event Program
- Recognition through Social Media & Website

CASH IN YOUR CHIPS CIGAR BAR SPONSOR (\$2,500)

- One (1) Table at the 2022 Gala and High Roller Reception (8 tickets to each event)
- Company Logo decoratively displayed on/near the Cigar Bar and recognized throughout the event
- Quarter-Page Ad in Event Program
- Recognition through Social Media & Website



UNIVERSITY AREA INVEST WORKFORCE

Our INVEST Workforce program adopts proven techniques and best practices from other disciplines in order to help individuals improve their employment opportunities in a way that’s holistic, highly involved and driven by the individuality, strengths and dreams of the people being served. The goal of INVEST Workforce is to assist individuals & families by connecting and building knowledge of resources that will positively contribute to their personal plan of long-term self sufficiency. This community-based program provides residents (including non-fluent English speakers) the internet access, tools, industry-specific trainings and programs they need to begin and complete a successful job search. Even those who are employed are able to enhance their skills, which contributes to obtaining better jobs and/or career advancement.

The University Area Computer Lab is open to the public, and serves as a tremendous aid to the community by providing residents the opportunity to do research, look for employment, train and obtain certifications, create resumes and participate in job training workshops - all free of charge!

DATE: ONGOING

PROJECTED PARTICIPANTS: 250-300 ANNUALLY

AUDIENCE

University Area residents, ages 16 and over, seeking to improve their employment opportunities



SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR (\$5,000)

Supports individuals in the Uptown/University Area to complete certification trainings, such as Nursing Assistance, Facility/Janitorial and Landscaping.

- Listed as a program partner of the INVEST Workforce program on program web page, social media platforms and program collateral.
- Membership in University Area CDC Partners Coalition
- Invite to University Area CDC special events

SILVER SPONSOR (\$2,500)

Assists individuals in the Uptown/University Area to receive essential skills training to maintain employment.

- Listed as a program partner of the INVEST Workforce program on program web page, social media platforms and program collateral.
- Membership in University Area CDC Partners Coalition
- Invite to University Area CDC special events

BRONZE SPONSOR (\$1,000)

Allows individuals in the Uptown/University Area to receive barrier-busting assistance such as bus passes, gas cards and necessary uniform/work supplies.

- Listed as a program partner of the INVEST Workforce program on program web page, social media platforms and program collateral.
- Membership in University Area CDC Partners Coalition
- Invite to University Area CDC special events



UNIVERSITY AREA CDC PARTNERS COALITION

The University Area CDC Partners Coalition consists of businesses, organizations and individuals who have a vested interest in the University Area Community and a mission to improve it. The purpose of the coalition is to:

- Educate members on the latest programs and initiatives taking place in the community
- Generate collaborative opportunities for funding
- Serve as a “family of resources” for University Area residents
- Share timely information and undertake common initiatives when possible
- Determine the strengths and weaknesses of the community and identify ways to use/combat them



DATE: QUARTERLY | JUL 21ST, OCT 21ST, JAN 19TH, APR 20TH
PROJECTED ATTENDANCE: 75 – 100 PER EVENT

AUDIENCE

Organizations, businesses and individuals interested in building community in the area near the University of South Florida

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR (\$7,500)

- Top logo recognition at quarterly events (University Area CDC website, event publicity, event signage)
- Opportunity to speak during quarterly events
- Opportunity for prime vendor table at quarterly events
- Priority seating at quarterly events

GOLD SPONSOR (\$5,000)

- Logo recognition at quarterly events (University Area CDC website, event publicity, event signage)
- Recognition as “Lite Bites” networking breakfast sponsor
- Opportunity for prime vendor table at quarterly events

SILVER SPONSOR (\$2,500)

- Logo recognition at quarterly events (University Area CDC website, event publicity, event signage)
- Opportunity for prime vendor table at quarterly events

BRONZE SPONSOR (\$1,000)

- Logo recognition at quarterly events (University Area CDC website, event publicity, event signage)
- Opportunity for prime vendor table at quarterly events

11TH ANNUAL PAINT THE TOWN

Many seniors, single moms, veterans and disabled residents throughout the University area have difficulty maintaining their home due to physical and financial constraints. Paint the Town gives these at-risk residents a newly painted or repaired home that will enable them to remain in their homes longer and revitalize the neighborhood in which they live. This program lends a hand to deserving home owners.

We partner with businesses, government agencies, religious groups, student organizations and service clubs who roll up their sleeves to make a difference. Many teams may choose to take on additional projects like mowing yards, laying sod, landscaping, planting flowers, painting murals, repairing fences, litter pick up and repairing doors, windows or roofs (for skilled groups).

Paint the Town impacts the entire community by restoring neighborhood pride, increasing property values and bringing community members together to improve the University Area.

DATE: SATURDAY, JANUARY 14, 2023 | 8:00AM – 12:00PM

PROJECTED ATTENDANCE: 200



AUDIENCE

Corporate Volunteers, Collegiate Organizations, Community Members, University Area CDC Staff



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR (\$5,000)

- Name or logo prominently displayed on event fliers
- Volunteer opportunity for employees
- Acknowledged on event web page
- Social media recognition
- Acknowledged in event press materials
- Opportunity for booth or materials at event kick-off

GOLD SPONSOR (\$2,500)

- Name or logo displayed on event fliers
- Volunteer opportunity for employees
- Acknowledged on event web page
- Social media recognition
- Acknowledged in event press materials
- Opportunity for booth or materials at event kick-off

SILVER SPONSOR (\$1,000)

- Name or logo displayed on event fliers
- Volunteer opportunity for employees
- Acknowledged on event web page
- Social media recognition

FRIENDS OF PAINT THE TOWN (\$500)

- Name or logo displayed prominently on event fliers
- Volunteer opportunity for employees
- Acknowledged on event web page

COMING SOON... THE UNIVERSITY AREA CULTURAL CAMPUS

In the heart of the University Area Community at 137th Avenue and 20th Street, just across the street from Harvest Hope Park, we are building the University Area Cultural Campus. The mission of the Cultural Campus is to serve as a community hub, connecting residents with partners who are providing direct programming and services through a holistic approach. The rationale for the Cultural Campus was determined through data indicating many residents in our community are challenged with lack of education, unemployment, language barriers, inadequate health care access and are transportation disadvantaged.

We are currently in phase two of the development process. University Area CDC is committed to this work and we pledge to continue making a positive change by forming meaningful partnerships for a greater impact. We highly value all support given to this development, as it bears such significance in the transformation of our community.

For more information on the University Area Cultural Campus development, please visit uacdc.org/cc.



**UNIVERSITY AREA
CULTURAL
CAMPUS**

DATE: ONGOING
FUNDRAISING GOAL: \$9,500,000

AUDIENCE
Corporate & Individual University Area CDC
Supporters & Partners

WAREHOUSE BUILDING DESIGN



DEVELOPMENT PHASES



UNIVERSITY AREA CDC

UPTOWN MUSIC FESTIVAL

Uptown Music Festival was created to bring the Uptown District together to highlight the rich culture of the area through music & art. This one-day event will draw Tampa residents and surrounding cities to the beautiful outdoor amphitheater at University Area Community Park for an afternoon of jazz and art, along with food trucks, children’s activities and local vendors of all trades. With over 20,000 residents living in this area of unincorporated Hillsborough County, and with major institutions such as the University of South Florida, Moffitt Cancer Center, Advent Health and Uptown Mall, the Uptown Music Festival is sure to become one of the premier cultural events in the area.

DATE: SATURDAY, MAY 6, 2023 | 4:00 – 10:00PM

PROJECTED ATTENDANCE: 1,000 – 1,500

AUDIENCE

Individuals, Businesses, Organizations,
Food & Merchandise Vendors



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR (\$15,000)

- Exclusive Title Sponsor of the Uptown Music Festival
- Exclusive media speaking opportunities, including TV & Radio interviews
- Two (2) tables (16 tickets) at the event and VIP access
- Premium vendor space
- Full-page ad on back cover of event program
- Company name or logo featured on event invitation
- Opportunity to speak at event
- Prominent recognition through event website, as well as University Area CDC press release, social media, digital promotions and media interviews
- Volunteer opportunities for employees
- Company logo prominent on event LCD monitors
- Company logo on University Area CDC digital marquee and all event promotional materials
- Company logo prominent on event banner displays and vocal recognition during event

GOLD SPONSOR (\$10,000)

- Two (2) tables (16 tickets) at the event and VIP access
- Prominent vendor space
- Full-page ad in event program
- Opportunity to speak at event
- Prominent recognition through event website, as well as University Area CDC press release, social media and digital promotions
- Company logo on event LCD monitors
- Company logo prominent on event banner displays and vocal recognition during event
- Volunteer opportunities for employees



SILVER SPONSOR (\$5,000)

- One (1) table (8 tickets) at the event and VIP access
- Prominent vendor space
- Half-page ad in event program
- Recognition through event website, as well as University Area CDC social media and digital promotions
- Company logo in event program
- Company logo on event LCD monitors
- Volunteer opportunities for employees

CORPORATE SPONSOR (\$1,000)

- One (1) table (8 tickets) at the event and VIP access
- Recognition through University Area CDC social media, website and digital promotions
- Company name or logo in event program
- Company name or logo on event LCD monitors
- Volunteer opportunities for employees

BRONZE SPONSOR (\$2,500)

- One (1) table (8 tickets) at the event and VIP access
- Vendor space
- Quarter-page ad in event program
- Recognition through event website, as well as University Area CDC social media and digital promotions
- Company logo in event program
- Company logo on event LCD monitors
- Volunteer opportunities for employees



EXCLUSIVE SPONSORSHIPS

ART PAVILION SPONSOR (\$7,500)

- Branded sponsorship of Art Pavilion area at event
- One (1) table (8 tickets) at the event and VIP access
- Premium vendor space
- Full-page ad in event program
- Opportunity to speak at event
- Prominent recognition through event website, as well as University Area CDC press release, social media and digital promotions
- Company logo on event LCD monitors
- Company logo prominent on event banner displays and vocal recognition during event
- Volunteer opportunities for employees

VENDOR CIRCLE SPONSOR (\$5,000)

- Branded sponsorship of Vendor Circle area at event
- One (1) table (8 tickets) at the event and VIP access
- Prominent vendor space
- Half-page ad in event program
- Recognition through event website, as well as University Area CDC social media and digital promotions
- Company logo in event program
- Company logo on event LCD monitors
- Volunteer opportunities for employees

KIDSZONE SPONSOR (\$3,000)

- Branded sponsorship of KidsZone area at event
- One (1) table (8 tickets) at the event and VIP access
- Prominent vendor space
- Half-page ad in event program
- Recognition through event website, as well as University Area CDC social media and digital promotions
- Company logo in event program
- Company logo on event LCD monitors
- Volunteer opportunities for employees



ADDITIONAL GIVING OPPORTUNITIES

BRICK CAMPAIGN

The University Area CDC Brick Campaign is a special opportunity for you to show your support for our community. You can leave a legacy for your family name, remember a loved one, honor a relative or friend, or promote your business by purchasing a brick to be placed in our beautiful Donor's Circle. The Donor's Circle surrounds the flag pole in front of the University Area Community Center and is seen by visitors on a daily basis. **For purchase options, visit uacdc.org/brickcampaign.**

NAMING RIGHTS

A variety of Naming Rights exist throughout University Area CDC and our properties. Recognition opportunities are extended to individuals, corporations and foundations who wish to participate in this campaign. Advance recognition naming opportunities will be extended to donors making outright Leadership Gifts, or five year pledges, or alternative gifts such as securities with appraised cash value. **Available naming opportunities can be viewed at uacdc.org/namingrights.**

PLANNED GIVING

University Area CDC will continue to lead the efforts for community redevelopment. The array of opportunities for private giving spans the entire spectrum of the UACDC's programs and capital needs. A gift to the University Area CDC provides the best option for leaving a permanent legacy of a donor's belief in this community's future. Interest from the endowment will sustain critical and vital programs and facility operations for years to come. **For more information on planned giving, please visit uacdc.org/plannedgiving.**

MONTHLY GIVING

Join the University Area CDC Hope Builders! Consider making monthly or quarterly gifts to University Area CDC and 'help us grow'. By giving monthly, you invest in what makes sense for you and makes an incredible impact over the course of your donation. You will join a dedicated group of supporters who understand the importance of making a sustaining commitment to provide a better life for the residents of the University Area Community. With your continued, committed support, we can impact the lives of residents in the University/Uptown District every single day. **For more information on monthly giving, please visit uacdc.org/hopebuilders.**

COMMUNITY BENEFITS

The Uptown Community Benefits Program was created with simplicity in mind. It is comprised of seven focus areas that local employers and developers can selectively integrate into their community benefits planning. Studies have shown that these types of benefits promote a more productive work environment, improve employee retention, increase employer-community connections and social responsibility, and demonstrate an ongoing commitment to working families in the community. **For more information on the Community Benefits Program, please visit uacdc.org/cbp.**



COMMUNITY ENGAGEMENT OPPORTUNITIES

At University Area CDC, there are many ways to become involved in our mission! While monetary contributions are always valued and appreciated, we also have weekly, monthly and special event volunteer opportunities.

PAINT THE TOWN — UNIVERSITY AREA CDC'S ANNUAL DAY OF SERVICE

Type of activity: Sign up to participate in our 9th Annual "Paint the Town"! This community-wide event brings together volunteers and residents to clean, paint, and beautify the University Area. Each "Paint the Town" project will encompass several different activities. Some of these activities include but are not limited to: Painting, Landscaping, Trash Pick-up, Gardening, and Minor Home repair.

Dates & Times: Saturday – January 14, 2023 | 8:30AM – 1:00PM

BLOCK BY BLOCK — QUARTERLY

Type of activity: The University Area CDC is seeking a group of volunteers to assist in the implementation of Block-by-Block, a 10 week community development program that assists families in the University Area! Volunteer duties include, but are not limited to: Work with a partner to assist 1 to 2 families, Help families identify their needs, Connect families with resources and items of assistance. This is a guided volunteer experience, where you will attend mandatory trainings throughout the duration of the program.

HARVEST HOPE COMMUNITY GARDEN — WEEKLY ONGOING

Type of activity: Our community garden provides fresh fruits and vegetables free of charge to residents of the University Area, thus increasing access to healthy foods! Garden volunteer duties include, but are not limited to: filling new seed trays, pruning the plants, weeding beds, harvesting ready food, tending to seedlings and transferring mature seedlings into available bed spaces, as well as working the compost pile. Volunteers will meet at the Harvest Hope Park - 13704 North 22nd Street.

Dates & Times: Every Friday | 9:00 – 11:00AM

COMMUNITY EVENTS — ONGOING

Type of activity: Community events are scheduled at various times throughout the year and are the perfect opportunity for anyone wanting to interact with the University Area residents in a fun and engaging way. Volunteer duties include, but are not limited to: setting up, checking in guests, serving food, leading/assisting with activities and breaking down.

Dates & Times: Vary depending on event

For information about future volunteer sessions, please contact Diana Diaz, Career & Engagement Manager, at ddiaz@uacdc.org or (813) 558-5212 x 316.

UNIVERSITY AREA CDC SUPPORTERS 2021

THANK YOU FOR STANDING WITH US AND BELIEVING IN THE WORK WE DO EVERY DAY!

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Compassion Life Church	Hillsborough Area Regional Transit Authority	Simply Healthcare Plans	Veropolo
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STAND WITH US AND MAKE A DIFFERENCE

Yes! I would like to sponsor University Area CDC and support the University Area Community.

I/we are contributing \$ _____ . Please select your level(s) of support below:

- 1** **PRODIGY® CULTURAL ARTS**
- Gold Sponsor: \$5,000
 - Silver Sponsor: \$2,500
 - Bronze Sponsor: \$1,000

- 2** **PRODIGY® SHOWCASE MONTH**
- Community Gold Sponsor: \$1,000
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 - In-Kind Donation: \$100

- 3** **GET MOVING!**
- Gold Sponsor: \$5,000
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- 4** **STEPS FOR SUCCESS®**
- Gold Sponsor: \$5,000
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- 5** **2022 ANNUAL GALA**
- Presenting Sponsor: \$15,000
 - Royal Flush Sponsor: \$10,000
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 - Four of a Kind Sponsor: \$2,500
 - Full House Sponsor (Corporate Table): \$1,000
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 - Double or Nothing Dessert Bar Sponsor: \$5,500
 - Mo' Money Martini Bar Sponsor: \$5,000
 - Cash in Your Chips Cigar Bar Sponsor: \$2,500

- 6** **INVEST WORKFORCE**
- Gold Sponsor: \$5,000
 - Silver Sponsor: \$2,500
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- 7** **PARTNERS COALITION**
- Presenting Sponsor: \$7,500
 - Gold Sponsor: \$5,000
 - Silver Sponsor: \$2,500
 - Bronze Sponsor: \$1,000

- 8** **11TH ANNUAL PAINT THE TOWN**
- Presenting Sponsor: \$5,000
 - Gold Sponsor: \$2,500
 - Silver Sponsor: \$1,000
 - Friends of Paint the Town: \$500

- 9** **2023 UPTOWN MUSIC FESTIVAL**
- Presenting Sponsor: \$15,000
 - Gold Sponsor: \$10,000
 - Silver Sponsor: \$5,000
 - Bronze Sponsor: \$2,500
 - Corporate Sponsor: \$1,000
 - Art Pavilion Sponsor: \$7,500
 - Vendor Circle Sponsor: \$5,000
 - KidsZone Sponsor: \$3,000

NAME: _____ **COMPANY:** _____

ADDRESS: _____ **CITY:** _____ **STATE:** _____ **ZIP:** _____

PHONE: _____ **EMAIL:** _____

Contributions are tax deductible (FID #31-1624121). Check or credit card (Mastercard/VISA/AMEX) accepted.

CARD NUMBER: _____ **EXP. DATE:** _____ **SIGNATURE:** _____

PLEASE RETURN YOUR COMPLETED SPONSORSHIP INFORMATION AND CHECK TO:

MAIL: University Area CDC, Attn: Jaree Ervin, 14013 North 22nd St. Tampa, Florida 33613 | **or** | **FAX:** 813.558.5218

You may also donate online! Visit uacdc.org/donate for more information.





**UNIVERSITY
AREA CDC**
Let's grow together!

    @UnivAreaCDC