



August 23, 2007

Dear Community Partners:

As you know, the Tampa Bay region hosted a growth visioning event in May 2007 called Reality Check Tampa Bay. We hope you have read about the success of the event and you continue to receive important updates about the exciting next steps. We have spent the last two months analyzing the data, finalizing the Summary Report, researching best practices around the country and preparing our next steps. Implementation of this regional vision is known as ONE BAY.

ONE BAY will spend the next 12–18 months gathering stakeholder and community input on scenarios. ONE BAY is divided into phases of 100 day increments to keep the momentum and clear short term goals. See the enclosed overview and timeline illustrating our commitment toward planning for the region's future.

The five marquee partners that organized Reality Check Tampa Bay have recommitted and will serve as the Executive Committee for ONE BAY. We are honored to be working together as a team on the continuation of this effort.

We are writing today to ask you to be a part of this journey. Your generous financial commitment to Reality Check Tampa Bay is greatly appreciated and enabled us to continue work beyond the event into this implementation plan. We are now asking that you consider ongoing support. In order to be successful in gathering community input, building collaboration and obtaining and packaging the volumes of research and technical analysis needed, we estimate that close to an additional \$500,000.00 will be needed in the next 12-18 months.

We have attached sponsorship information for your review. We would be delighted to meet with you or customize the sponsorship to meet your needs. Please contact either Amy Maguire, ONE BAY Project Director at (727) 656-8413 or Elisa DeGregorio, Tampa Bay Partnership, at (813) 872-2810 to learn more. Thanks again, and we look forward to working together. We hope you will visit our website at www.myonebay.com to learn more.

Sincerely,

A handwritten signature in black ink, appearing to read "Dan Mahurin".

Dan Mahurin
Chair, ONE BAY
SunTrust Bank, Tampa Bay

Scott Shimberg
Chair, ULI Tampa Bay
Hyde Park Builders

A handwritten signature in black ink, appearing to read "Stuart Rogel".

Stuart Rogel
President
Tampa Bay Partnership

A handwritten signature in black ink, appearing to read "David L. Moore".

David Moore
Executive Director
Southwest Florida Water
Management District

A handwritten signature in black ink, appearing to read "Manny Pumariega".

Manny Pumariega
Executive Director
Tampa Bay Regional Planning Council

A handwritten signature in black ink, appearing to read "R.M. Eckenrod".

Richard "Dick" Eckenrod
Executive Director
Tampa Bay Estuary Program