

COTANCHOBEE®

(Pronounced: co-tawn-cho-bee)

WHERE THE BIG WATER MEETS THE LAND

OFFICIAL PUBLICATION OF THE TAMPA BAY HISTORY CENTER | FALL 2007



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BIG NEWS! Construction of new Tampa Bay History Center has begun!

On Tuesday, October 9, 2007, the reverberating blows of a pile driver echoed throughout the Channelside area of downtown Tampa. On any given day, this is not an unusual sound in a neighborhood that has seen a huge amount of construction during its recent revitalization. What made that particular Tuesday special was that on that day, with the driving of the first of 217 pilings, construction began on the new Tampa Bay History Center—the culmination of nearly 20 years of careful planning and hard work by many dedicated volunteers and supporters.

A combination of public and private money (\$17 million from Hillsborough County's Community Investment Tax and \$4.5 million raised from the private sector) is funding the nearly \$22 million, 60,000-square-foot building. Additionally, the City of Tampa, with a grant from the Florida Communities Trust, provided the land upon which the new Center is being built.

The firm charged with building the new History Center is Walbridge Aldinger. One of the top 50 construction organizations in the country, Walbridge Aldinger is headquartered in Detroit, Michigan, with offices throughout the U.S., Canada and Mexico. Founded in 1916, the company has built a wide range of projects such as the Asolo Center for the Performing Arts in Sarasota, the Walt Disney Corporation's Spaceship Earth Theme Pavilion and the Detroit Science Center. As construction manager for the History Center, Walbridge's Tampa office will provide on-site staff to monitor the project and ensure completion on a timely, cost-effective basis.

Foundation work is scheduled for completion by the end of the year. By late spring of 2008, the basic building shell will be in place and finishing work on the building's interior and exterior elements will begin. The building is scheduled to be completed by fall of 2008 with an anticipated opening in December 2008.



Partners with a Purpose

In the effort to build the Tampa Bay History Center, we reached an important milestone on September 6, 2007, when members of the Hillsborough County Board of County Commissioners approved the contract to hire Walbridge Aldinger to build the History Center's new facility. During the meeting, County Administrator Pat Bean referred to the successful partnership between the History Center and Hillsborough County as a "fabulous joint venture."



It was gratifying to hear her comments and the positive remarks from the commission members. The relationship between the Tampa Bay History Center and Hillsborough County has been a very positive one, indeed. Our relationship with our partners at the City of Tampa has been equally positive. These partnerships have enabled all three entities to accomplish things that none could do as well, or as efficiently, on its own.

For the past two years, I have had the privilege of working closely with various county and city staff and commission and council members. At all times, and regardless of with whom I was meeting, these exchanges have been characterized by an atmosphere of mutual cooperation toward a lofty goal—building the finest regional history museum possible and ensuring that it is a place that our community will value and find relevant. It has been as if everyone associated with this project realizes that we are building something bigger than we are—a place that will become a permanent part of the cultural landscape of this area, enjoyed by generations to come.

While the success of the partnership is measured by the obligations each member has to the other, it is this attitude, this sense of ownership that, in my opinion, has truly made the partnership successful.

Over the next year, as we work to complete the new Tampa Bay History Center, these partners will continue to be a critical element in ensuring that the vision for this institution is realized. I look forward to building upon the already successful working relationships we have with the city, the county and others to build a museum for which we will all be very proud.

C.J. Roberts
President & CEO



Photo by Jack Fernandez, Ph.D., April 2007

Photo by Jack Fernandez, Ph.D., October 2007

An Idea, a Plan, a Design:

An Inside Look into the History Center's Exhibit Plan

Curatorial planning for the new museum has reached a decisive phase in the development of our collection-based exhibitions. For the curatorial staff, this exciting stage will ensure that the appropriate artifacts are selected and prepared for exhibition, and that collection development plans that identify exhibition requirements are in place to meet exhibition objectives. While gallery designs are concurrently being adjusted and finalized, the curatorial decisions about the extent to which acquisitions, loans, fieldwork or other means of collection development for the exhibition are necessary must be completed.



Restoration and conservation work is crucial for certain objects. One of the biggest projects we have planned is the restoration of our 1908 REO. The antique automobile was transported to a professional restoration firm in late October where it will undergo extensive work and will be ready to take its appointed place at the entrance of *A Place of Our Own* gallery by opening day.

Consistent and proper conservation techniques can help us avoid the need for future restoration expenses. Good conservation practice for museum exhibitions includes, inspection of all objects in the collection — especially with the advent of moving into the library, map room and collections storage area of the new museum; conservation oversight of the design of exhibition mounts and the installation of collections in the new galleries; specification and monitoring of environmental and security provisions; and a risk management approach to the management of collections within exhibitions.



Exhibition text — the museum's method of interpretative communication — is also moving along in the process. We cannot overemphasize the importance of comments and knowledge shared by the members of our diverse community during our focus group gatherings. These valuable communications will be reflected in this component. The quality of our visits with these groups has provided much insight and assistance to direct the character of the exhibition experience.

by Elizabeth Laramie Dunham



As an affiliate of National History Day (NHD), the Florida History Fair provides a yearlong experience that uses history to challenge students to improve research, analytical and communication skills. Students conduct research on topics related to a broad theme selected annually by NHD and present their findings in one of nine categories.

Multiple presentation categories enable students with different learning styles to express themselves in the most effective way. With the exception of the historical paper category, students can compete individually or in groups of 2-5 in the categories of exhibits, performances,

documentaries and web sites. Each category further separates competitors into either the junior division, for grades 6-8 or the senior division, for grades 9-12.

The Florida History Fair helps educators satisfy Florida Sunshine State Standards while enlivening the teaching and learning of history. Students compete at school and district levels, with first- and second-place winners in each division and category advancing to the state contest. Winners at the state level will further advance to represent Florida at the National History Day contest.

The Tampa Bay History Center/USF Partnership in conjunction with the School District of Hillsborough County will present the 2008 Hillsborough County Competition on February 22, 2008. Any teacher or student interested in participating may contact Elizabeth L. Dunham or Travis Puterbaugh at the History Center for further information.

History Center Builds on Past Efforts

There's an old saying: "Surround yourself with good people, and good things will happen." That advice certainly has proven true during the 21-year journey of the Tampa Bay History Center.

On behalf of our Board of Trustees, let me take this opportunity to say a heartfelt thank you to some very good people.

To the Hillsborough County Commission and its staff, we thank you for your investment of more than \$17 million in our project. We intend to make you and our community proud by building one of the finest regional history museums in the country.

To a very supportive Mayor Pam Iorio, and her staff, along with the Tampa City Council and the Florida Communities Trust, a special thank-you for donating an incredible parcel of land within throwing distance of the old officer's quarters at Fort Brooke, the birthplace of our city.

Thank you Jan Platt, for being a visionary in 1986 by creating a task force to investigate the creation of a place to house the disappearing remnants of our past, and for your constant support, advocacy and belief in us.

Our private donors have enabled us to move our project forward and to turn our long-held dreams into reality. Thank you for believing in the importance of our project and for your investment of your resources to help us tell one of America's greatest and oldest stories. Thank you to the family of the late Charles Knight for donating the largest collection of Seminole Indian artifacts in private hands. It will be the centerpiece of our stories on the Seminoles and Miccosukees.

I have no doubt that the History Center could easily have been just another failed effort were it not for the 18 plus years of dedication by our founding Chairman, Tom Touchton, and his supportive wife, Lee. Thank you, Tom, for sharing with us your passion, outstanding leadership and strong business acumen in establishing early on a strong foundation that has stood the test of time.

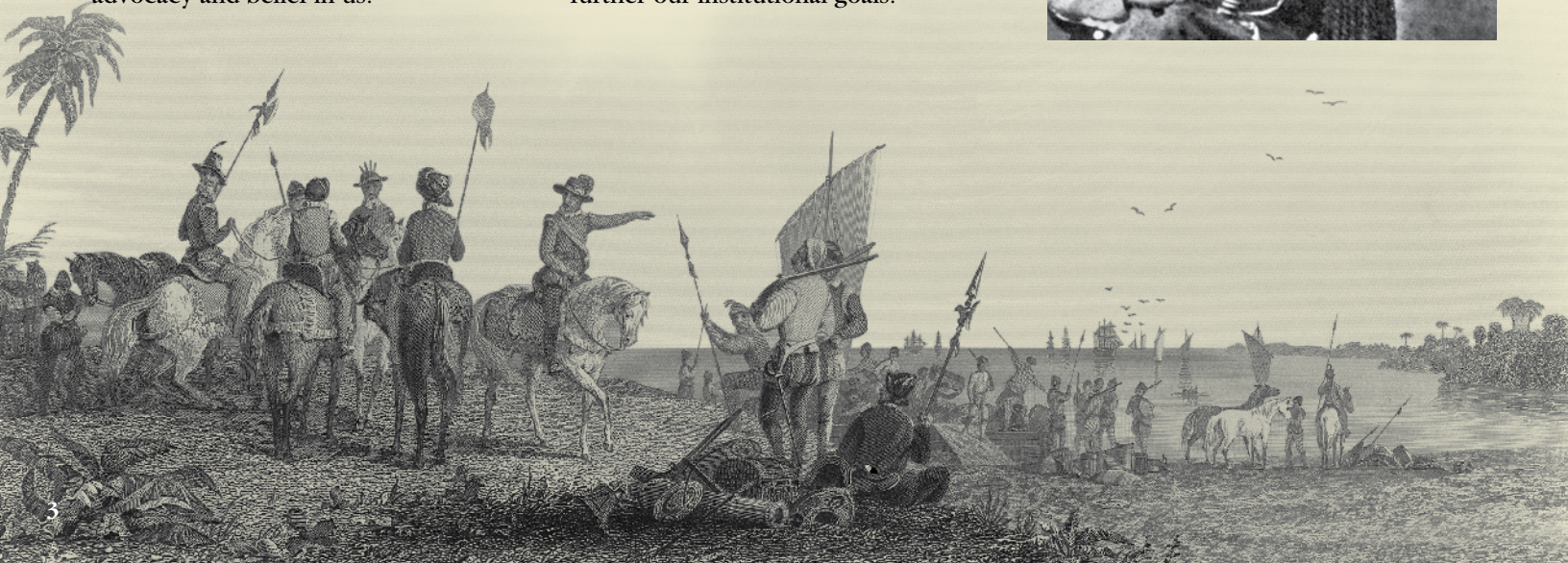
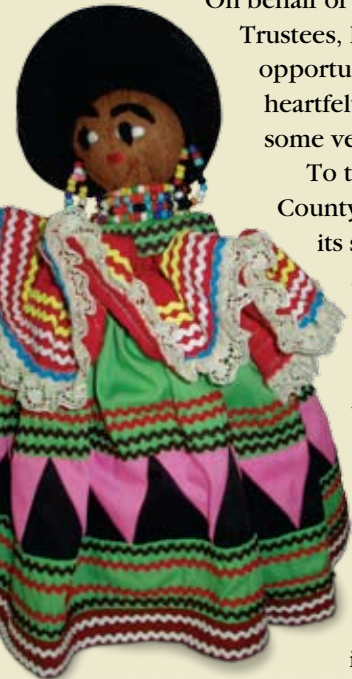
To our Board of Trustees, present and former, thank you for your dedication and for giving so freely of your time, talents and resources. The sum of your collective parts has given us the skills and strength to stay focused and overcome many obstacles.

A huge thank-you goes to our staff led by our dynamic president and CEO, C.J. Roberts. Our staff has worked mightily to create history curriculum for teachers, to care for, catalogue, and accept additions to our substantial collections, and to create exhibits and further our institutional goals.

One of the key missions of the History Center since its beginning has been education. To tell a story of almost 12,000 years with accuracy, intelligence and excitement would not be possible without our key partner, the University of South Florida Libraries' Florida Studies Center. We thank you for joining with us in a unique alliance that grows stronger each year. And, to our other important education partners at the University of Tampa, the Hillsborough County School System, Hillsborough Community College, the Tampa/Hillsborough County Public Library System, the Florida Center for Teachers, the Florida Humanities Council and The Education Channel, we thank you for your continued participation and for the depth you have brought to our institution.

To our former Historian-in-Residence, Dr. Canter Brown, thank you for helping us underscore the area's rich past, and particularly by filling in the history "gaps."

Continued on page 4



Finally, we extend our warm thanks to those in the community who have supported us and shared with us their thoughts on what they'd like to see and experience in our facility. The list is long and includes neighborhood organizations, teachers, students, churches, local historians, service clubs, local government officials, local university professors and others.

Thanks to the many contributions from the foregoing individuals and entities, the History Center stands poised to complete our gift to present and future generations after two decades of planning. That said, there remains much work to be done before the ribbon can be cut on our facility in late December of next year. It is imperative that we continue to receive strong financial support from the private sector in order to raise the \$9 million remaining on our fundraising goal.

When the Tampa Bay History Center opens, the community will have an important new cultural institution situated in a beautiful 10-acre downtown waterfront park where outdoor activities will be planned and where school children, residents and visitors will be enlightened by looking through the window of our fascinating past. Community organizations and individuals as well will have a beautiful new venue where they can hold family, corporate and community events.

Our thanks again to all of you who have supported this effort and helped shape the museum to come. Work begins in earnest on our building this month. Join us by supporting this effort at this critical juncture of our journey. Remember, the new facility and the incredible history within its walls will belong to the people of Hillsborough County. We are merely the caretakers.

*by George Howell
Chairman, Board of Trustees*



The 2007 Leland Hawes Essay Prize in Florida History



Leland Hawes

In only its third year, the *Leland Hawes Essay Prize in Florida History* received 20 entries from students enrolled at the University of South Florida, the University of

Florida and Florida State University. Thomas Foley, a graduate student at the USF/St. Petersburg's Florida Studies Program and author of the winning graduate paper, will receive a cash prize of \$1,000 and will have his essay published in the new *Tampa Bay History* journal. Naomi R. Williams, an undergraduate paper winner and who is seeking her bachelor's degree

in history from the University of South Florida, will receive a cash prize of \$500 at the annual meeting of the Tampa Bay History Center.

The awards will be presented to Thomas Foley for his paper entitled: *The Taming of the Hillsborough River: How Tampa Gained a Moat, Destroyed a Creek, and Forgot a River* and to Naomi R. Williams for her paper titled *The Struggle for Gay Rights in Tampa and Hillsborough County, 1989 - 1995*.

In 2005, the Tampa Bay History Center and the University of South Florida, Florida Studies Center established a special essay award, the *Leland Hawes Essay Prize in Florida History* in honor of Leland Hawes, a local journalist and historian legendary for his encyclopedic knowledge of Florida history.

"We are thrilled to have received so many entries for this prestigious contest," said C.J. Roberts, Tampa Bay History Center president and CEO. "The information contained in these papers adds greatly to the archive of historic resources available for exploring our history."

For more than 20 years, Hawes wrote and edited the Tampa Tribune's Sunday History and Heritage page which chronicled the state and region's eventful past. The *Leland Hawes Essay Prize in Florida History* invites submissions from graduate students working toward a masters or doctorate degree in any humanities discipline. Papers are submitted on any historical topic ranging from Florida's pre-colonial era through the present time.

History Center Acquires Antique Cash Register

The Tampa Bay History Center recently acquired a unique artifact from a historic, yet often-overlooked area of the community — Six Mile Creek. Barbara and John Wilson of Wesley Chapel donated a steel cash register used at the Six Mile Creek Hardware store. The store, located at 7712 E. Broadway Ave. near the Tampa Bypass Canal, was the very definition of a “Mom and Pop” business. Henry B. and Helma Singleton, grandparents of Barbara Wilson, purchased the small hardware store in 1955. Then in 1962, her parents, Estel “Yank” and Liz Singleton, took over ownership of the store. The National Cash Register model, however, can be traced back to at least 1947 and the original owners of the store.

Wilson recalls that as a child she enjoyed visiting the store and tapping the large buttons on the exotic looking

register. According to Wilson, her parents never considered replacing it with a more contemporary model.

“They really liked the register,” she said. “They were very old-fashioned and conservative people. If there wasn’t a need to make a change, they didn’t do it.”

Her mother, Liz, cited the exemplary service record of the cash register as another reason not to upgrade equipment.

“It was only worked on one time,” she said. “It held up pretty good for over 40 years.”

After retiring from the hardware business in 1994, Singleton said that she had the register appraised, but was told that she wouldn’t get much because it wasn’t a more valuable brass-plated model. So instead of selling to a collector, sentimentality prevailed and she decided

to give the register to her daughter. Now, thanks to the Singleton and Wilson families, a small piece of Six Mile Creek history will endure here at the Tampa Bay History Center.



Thank you to the following donors who made contributions to the Tampa Bay History Center’s permanent artifact collection this year.

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Tampa Bay History Center is going “Green”

From the time the History Center’s building program was drafted nearly three years ago, the intent was to design a sustainable structure meeting many “green” building standards, such as highly efficient heating, ventilation, air-conditioning systems, regionally-produced, recycled and/or low emitting construction materials, and various water efficiency systems.



As the design process evolved, the History Center’s leadership felt that so many green elements had been incorporated into the design that it made sense to take this effort a step further and pursue the Leadership in Energy and Environmental Design (LEED) certification from the United States Green Building Council. Though this decision added approximately 2.5 percent to the total project cost, the History Center’s trustees and staff felt it was the right thing to do. “You cannot live in an area like Tampa Bay and not appreciate how linked the cultural landscape is with the environment,” said C.J. Roberts, President

and CEO. “The History Center is in the business of stewarding history, but we also feel an obligation to serve as stewards of the environment. You cannot separate the two.”

The History Center building will be the first Hillsborough County-owned LEED certified building and one of only a few green buildings in the region.

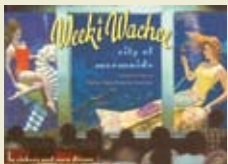
When opened, the History Center plans to provide interpretation relating to the green building initiative. “We feel that it is important to show leadership in the area of conservation,” said Roberts. “We hope others are inspired to follow the sustainable building example and that the History Center is one of many LEED-certified buildings in Tampa in the years ahead.”

For more information on green buildings visit www.usgbc.org.

Florida Conversations

Weeki Wachee, City of Mermaids: A History of One of Florida’s Oldest Roadside Attractions

With author Lu Vickers and mermaids Bonnie Georgiadis, Holly Hall, Ginger Stanley Hollowell, Dolly Heltsley and Genie Westmoreland Young. Cosponsored with the University Press of Florida



3 p.m., Sunday, January 27, 2008
USF Downtown Center • 1101 Channelside Drive, Suite 100 • Tampa

In the postwar explosion of domestic tourism, Weeki Wachee Springs offered the quintessential vacation fantasy, a city of colorful mermaids in a natural crystal spring right off the West Coast highway in a sparsely inhabited Florida. Founded in 1947 by Walton Hall Smith and Newt Perry, the attraction combined the allure of pinup girls with the wholesome talents of variety entertainers to create a daily schedule of underwater feats. For nearly 60 years, these mermaids with their underwater talents have attracted crowds of vacationers, film crews and celebrities. *Weeki Wachee, City of Mermaids* draws on extensive archival research as well as interviews with dozens of mermaids and other park employees to trace the park’s rise to prominence.

In Their Own Words: Perseverance and Resilience in Two Florida Fishing Communities

With anthropologist Michael Jepson and environmental photographer Carlton Ward Jr. Cosponsored with Weedon Island Preserve.

2 p.m., Sunday, February 24, 2008
Weedon Island Preserve Cultural and Natural History Center • 1800 Weedon Drive NE • St. Petersburg

The legacy of coastal Florida is built upon saltwater heritage. But fishing communities that once fringed the entire peninsula have all but disappeared in most of the state. Those that have survived are facing a combination of challenges. *In Their Own Words* documents the changes endured by two Florida coastal communities as they struggle with issues of natural resource dependence, rapid population growth, degrading local ecosystems, and coastal development. Using audio and video excerpts from oral history interviews and a photographic essay, the film portrays contemporary life in the resilient communities of Cortez and Cedar Key, Florida.

For additional information on these and future programs, please visit <http://www.lib.usf.edu/public>. For reasonable accommodation of a disability, please contact (813) 974-1198 or email spcinfo@lib.usf.edu at least five business days prior to the event.

History Center Adds Three New Trustees to Board

The Tampa Bay History Center has elected three new trustees to its board — Steve Raney, Santiago C. Corrada and Jose Vivero.



Steven Raney

Raney, a Tampa native and Chamberlain High School graduate, has strong ties to the local community and has been actively involved with the United Way of Tampa Bay. A graduate of the University of Florida's Hough Graduate School of Business, Raney currently serves as president and CEO of Raymond James Bank.

Corrada currently serves the City of Tampa as Administrator of Neighborhood Services. As a Magna Cum Laude graduate from the University of



Santiago C. Corrada

Miami, Corrada holds a bachelor's degree in psychology and a master's degree in education. Corrada has been the recipient of numerous professional, civic and academic awards, including the 2007 Delta Sigma Theta Society's Tampa Metropolitan Alumnae Chapter and Tampa Alumnae Chapter Certificate of Appreciation for Valuable Contributions.

Vivero serves on a variety of non-profit boards and is a board member of the University of South Florida Foundation. In April 2006, Vivero was appointed Honorary Vice Consul of Spain for the Tampa Bay region and west coast of Florida. He was also awarded the Medal of La Encomienda de la Orden

del Merito Civil for meritorious service to Spain from His Majesty King Juan Carlos I of Spain. Vivero is currently chairman, president and CEO of Century Bank of Florida.



Jose Vivero

"We welcome our newest board members and look forward to their guidance as they assist us in fulfilling our mission of bringing this ambitious project to reality," said C.J. Roberts, president and CEO of the Tampa Bay History Center. "All three appointees are dedicated community leaders and will work to create a history center that is a national model for dynamic, innovative and enjoyable regional history."

Our New Team Member — Deborah Rohaty



Deborah Rohaty is the newest member of the Tampa Bay History Center team serving as the associate director of development. She is responsible for the membership program and supporting the fundraising and marketing efforts of the organization. Deborah brings to the Center 14 years of experience in the non-profit sector. She most recently served as the director of development for Habitat for Humanity and prior to that as executive director of the Van Wezel Foundation, both in Sarasota. Deborah is enjoying becoming a part of the Tampa community with her fiancé,

a native of Tampa, and she looks forward to making Tampa home after they are married in January.

A native of New Jersey, Deborah earned a BA from Penn State University and a master's degree from the University of South Florida. Deborah is a graduate of the Sarasota County Chamber of Commerce Leadership Program and she is a member of the Association of Fundraising Professionals. She says, "One of the best things about working at the Tampa Bay History Center is being here at such an exciting time. The new museum will be a true treasure for the region."

BECOME A MEMBER.

Join the Tampa Bay History Center's NEW Cotanchobee Society

Membership Makes a Great Gift!

What is the Cotanchobee Society?

The word Cotanchobee is derived from the Florida Seminole word meaning "where the big water meets the land." Cotanchobee-Fort Brooke Park is the location of the new museum. Cotanchobee Society is a special membership designation for those who join or renew their annual membership to the Tampa Bay History Center between June 1, 2007 and the grand opening.

Benefits

Cotanchobee Society membership is open to individuals, companies and foundations. You may select from eight levels of membership. Each advancing level provides additional benefits to the Society Membership.

Society Membership includes:

- Cotanchobee Society lapel pin
- Subscription to Cotanchobee, our quarterly newsletter
- Invitations to the Florida Conversations educational series
- A 10% discount on all gift shop items
- **Teacher/Student with valid ID (\$20)**
 - Society Membership, plus
 - Invitation to the museum grand opening
- **Contributor (\$35)**
 - Society Membership, plus
 - Invitation to the museum grand opening
- **Supporter (\$100)**
 - Contributor benefits, plus
 - A copy of our annual publication, *Tampa Bay History*
- **Sponsor (\$250)**
 - Supporter benefits, plus
 - Special invitation to a grand opening reception and special events throughout the following year

- **Patron (\$500)**

- Sponsor benefits, plus
- Invitation to exclusive "hard hat" tours of the new museum prior to the official grand opening

- **Benefactor (\$1,000)**

- Patron benefits, plus
- Two tickets to a "pre-opening" event

- **Founder (\$12,500 or \$2,500 per year for five years)**

- Benefactor benefits, plus
- Four tickets to special Founder's "pre-opening" events

- **Sustaining Founder (\$2,500 after completing the Founder commitment)**

- Founder benefits

Thank you for your support!

Membership donations can be mailed to:

Tampa Bay History Center
225 S. Franklin Street
Tampa, FL 33602

Please make your check payable to the Tampa Bay History Center or call 813-228-0097 and join by phone. (Visa/MasterCard/American Express accepted.) Membership forms can also be downloaded at www.tampabayhistorycenter.org.



Making a Charitable Gift through Your IRA

Like many people, your IRA may become the largest part of your estate. You may need to do some “asset balancing” to avoid future tax problems.

The Pension Protection Act of 2006 (PPA) permits individuals to roll over up to \$100,000 from a traditional or Roth individual retirement account (IRA) directly to a qualified charity without recognizing the assets as income. Simply put, donors can make gifts directly to qualified charities tax free. By making an IRA charitable rollover gift to the Tampa Bay History Center, you can help us build one of the finest history museums in the country and reduce your taxable income.

Why is this beneficial? Assets held in IRA accounts are not only subject to income tax when withdrawn during one’s lifetime or by survivors, but they may also be subject to estate tax if left to loved ones other than a spouse. To prevent these taxes, you may want to consider taking advantage of the PPA and giving a charitable gift now, tax free.

Who will this benefit? If you already give up to your 50 percent charitable deduction limit of your adjusted gross income, this legislation may allow you to exceed that limit this year. For those of you who currently do not itemize your deductions, this will allow you to make gifts from your IRA without increasing your annual income. Or, if you already have the majority of your assets in IRAs, it may be more convenient to make a direct transfer rather than report a withdrawal on your income tax return.

Pension Protection Act of 2006 Key Details:

- The donor must be at least 70 ½ years old at the time a transfer (rollover) is made to the charity
- The transfer must be made from the IRA directly to the charity (not to donor)
- Transfers must be made between now and December 31, 2008
- The total value of transfers made (whether to one or more charities) can be up to \$100,000 in any taxable year
- A couple with separate IRAs could each give up to \$100,000 for a total of \$200,000
- The plan must be a traditional IRA or a Roth IRA; it cannot be an employer-sponsored plan such as a SIMPLE IRA, a 401(k) or 403(b) plan, or a simplified employment pension (SEP) plan. However, you can check with your adviser to determine if you can transfer funds from another account to an IRA and then make charitable gifts.

For more information about making an IRA charitable rollover gift, please consult your tax advisor or contact Grant Martin CFRE, vice president for advancement, by phone (813) 228-0097 or by e-mail at gmartin@tampabayhistorycenter.org.

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May 1, 2007 – October 31, 2007

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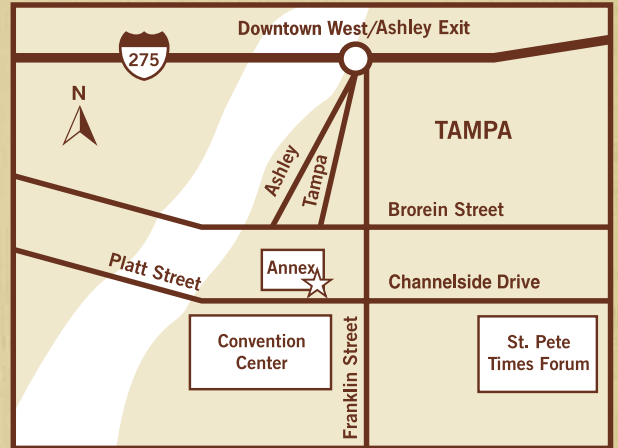
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