

JOB TALK



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Flowers, fans and football

Hosting the Superbowl adds anywhere between \$50 and \$150 million to a community's local economy, and can result in more in tourism and convention activity down the road. So when the Tampa, FL, was chosen to host this year's 18th football championship, the Florida Nurserymen and Grower's Association (FNGA) chipped in to make sure gridiron fans enjoyed a pleasant visit.

Several members of the Tampa Bay chapter of the association showed up at Himes Avenue, adjacent to the stadium, one day and converted the median into an attractive horticultural display. After installing oaks, leroiope, palms and other materials in late September, the volunteers returned in November to add annuals to the display. And two days before the game they added the finishing touch by placing forced blooming azaleas in the islands.

FNGA Super Bowl Committee Chairman Ron Arkay spearheaded the beautification project and worked

with the City of Tampa Parks Department in developing a design for the island that was ultimately revised six times.

80% of the materials were donated by Tampa Bay FNGA members

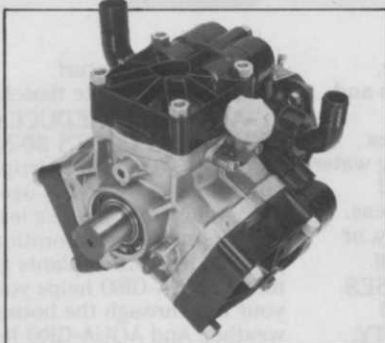
Although the investment in the island came to more than \$13,000 for labor, materials and irrigation, all labor and 80 percent of the materials were donated by Tampa Bay chapter FNGA members. Twenty five nursery firms and gardening associations in the area, some as far away as Hollywood, FL., donated time and energy to the project. An additional six Tampa-area companies also agreed to landscape other median islands for the city to celebrate Super Bowl XVIII.

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