

## **FOR IMMEDIATE RELEASE**

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IT NEVER GETS OLD.

## **Tampa Theatre to Undergo Renovations on DIY Network**

*DIY to the Rescue* takes on Tampa community project

**Tampa, Fla. (Dec. 7, 2006)** – Historical Tampa Theatre will welcome DIY Network's popular prime time home improvement program *DIY to the Rescue* - from Dec. 14 through Dec. 16 - to revamp its original 1926 dressing rooms and green room. *DIY to the Rescue* will have help from the Tampa Theatre Restoration Society volunteers and other generous members of the Tampa Bay community. *DIY to the Rescue* is a do-it-yourself renovation program featuring expert advice from its co-hosts Karl Champley and Amy Devers.

The Tampa Theatre Restoration Society contacted *DIY to the Rescue* to update the two dressing rooms and green room, which provide an area to host the many talented performers who appear at the Theatre. Eight members of the Tampa Theatre Restoration Society, along with project sponsor, The BECK Group and their subcontractors will donate their time and materials in conjunction with *DIY to the Rescue* in order to bring new life to the eighty year-old spaces. The episode, tentatively scheduled to air in 2007, will document the installation of new counter tops, flooring, fixtures and lighting all chosen by members of the Restoration Society. The episode will also focus on the decision-making process for the new design and décor of the rooms. *DIY to the Rescue* airs every night at 8 p.m./EST and DIY Network is available in Tampa on Comcast, Ch. 121 and Bright House Networks, Ch. 136: and nationwide on DISH Network, Ch. 111 and DIRECTV, Ch. 230.

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“This is a great opportunity for us to support an historic Tampa institution,” said Beth Bernitt, Tampa Theatre Foundation board chair and director of integrated services for The BECK Group. “Tampa Theatre is a great community venue of national importance and both the Restoration Society and The BECK Group could not be happier to donate our services.”

Tampa Theatre, which is celebrating its 80<sup>th</sup> anniversary during 2006, hosts nearly 700 events annually. Contemporary a cappella singing group, Rockapella, will be the first artists to use the newly renovated facilities at Tampa Theatre on Dec. 22.

### **PROJECT DETAILS**

All work and materials for the \$250,000 project are being donated by firms and individual volunteers. Companies providing services and materials include:

- The Beck Group – construction management
- Able Body Labor – skilled labor
- Bay Area Glass - mirrors
- Bay Cabinets – dressing room cabinets
- Borrell Electric Company – electric demolition and installation
- Cox Fire Protection Incorporated – fire sprinkler relocation
- Forest Products – dressing room door
- 3D Studios – dressing room signs
- Galloway's Classic Contemporary Furniture
- Gateway Rolloff Service – dumpster
- Interface – carpet tile
- Level Line Interiors Inc. – drywall

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- McCann & Baird Flooring – ceramic tile and flooring
- Roberts Communications – media assistance
- Sahlman Williams Marketing & Public Relations – media assistance
- Southern Equipment Corporation – plumbing
- Southern Plains Painting – painting
- The City of Tampa Building Maintenance – door carpentry
- The City of Tampa Office of Telecommunications CTTV – production assistance
- 3D Studios – dressing room signs
- Urban Studio Architects – design
- Viking Security Systems – closed circuit stage monitor system

The renovations will preserve the original 1926 framing, windows, doors, light fixtures, floors and moldings while the outdated electrical, plumbing and finishes on the walls, floors and ceilings are replaced. The renovations include:

- Star's Dressing Rooms – Two outdated star's dressing rooms in the stage basement will be completely renovated. Acoustical ceiling tiles will cover the existing ceilings, which are actually the underside of the sidewalk on Polk Street – painted black. The renovations will also feature new mirrors, lighting and bathroom fixtures as well as refaced countertops and ceramic tile flooring.

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- Performers' Lounge – A store-front space along Florida Avenue, previously used for storage, will be converted into The Green Room, a 200-square-foot performers' lounge complete with a wet bar and window seats. The original windows from 1926 will remain, but instead of closed Venetian blinds, the windows will feature display boards advertising upcoming performances and events.
- Additional Storage Space – A 6 X 8 foot loft and the space underneath it will be enclosed and accessibility improved to create two much needed storage closets.

### **ABOUT TAMPA THEATRE**

A beloved community treasure since 1926, Tampa Theatre is one of America's best-preserved examples of grand movie palace architecture. The Theatre hosts nearly 700 events annually including films, concerts, special events and tours. Tampa Theatre is owned by the City of Tampa and managed by the Arts Council of Hillsborough County, with additional funding and support provided by the Tampa Theatre Foundation, a non-profit organization. It is listed in the National Register of Historic Places and is a Tampa City Landmark.

### **ABOUT THE RESTORATION SOCIETY**

Tampa Theatre's volunteer committee, *The Restoration Society*, currently consists of 35 women whose dedicated mission is to promote awareness of, foster and support the restoration of Tampa Theatre to its original 1926 splendor and to help maintain the facility thereafter. Restoration of the Tampa Theatre is vital in order to preserve the Tampa Theatre as a local, and national, treasure. The Restoration Society is working on a number of projects to support the Theatre.

### **ABOUT DIY NETWORK**

DIY Network is the television source for the best know-how and how-to when it comes to any type of do-it-yourself project and is one of the fastest growing digital networks. Currently in 40 million homes, DIY is 90 percent original programming across a broad range of categories including home building; home improvement; automotive and boating; crafts; gardening; hobbies; living; and woodworking. DIY's programs and experts answer the most sought-after questions and offer creative projects for do-it-yourself enthusiasts. DIY's companion Web site, [www.DIYnetwork.com](http://www.DIYnetwork.com), features step-by-step instructions totaling more than 15,000 projects online and averages over 2.5 million unique visitors per month.

### **ABOUT THE BECK GROUP**

Founded in 1912, The Beck Group is a full service builder with offices throughout the United States and Mexico. Beck provides real estate solutions from strategic planning, site location and financing to design and construction management. By integrating development, architecture and construction expertise within a single resource, Beck offers greater efficiencies in the building process. This translates to lower costs, shorter schedules, and improved quality for clients. Single services are also available.