

Letters To The Editor

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City Has PR Problem

Since moving back to Temple Terrace from Austin, Texas in 2001 I'm shocked how little Temple Terrace is known regionally. Folks either don't know where it is, or they think Temple Terrace is crime ridden (you can thank the illustrated "Crime Reports" for that), or they don't think our area has any history, culture, or character.

Yes folks, Temple Terrace has a regional PR problem.

Although those of us who live here love it, Temple Terrace is not widely known, or understood, outside our city limits. This is a problem that all need to solve and it hurts any group who'd like folks to visit, and relocate, to our town—the City, Chamber of Commerce, civic groups, country clubs, real estate agents, churches, and citizens.

Recently, while presenting images of Temple Terrace's historic architecture (yes, we're an historic city, planned in 1921) in Tampa a longtime Tampa resident mentioned she didn't know where Temple Terrace was and thought it had been built in the 1960s as housing for USF faculty! Oh, and she asked where the temple was?!

Obviously, we as a city need to do a better job not only correcting (mis)information here at home, but also getting the word out to our competitors in South Tampa about who we are, and what WE as a community have to offer. If we don't make this conscious effort to attract the folks we want to live here, in the future we'll just get whoever stumbles upon us.

Let's start emphasizing our cities many assets to the region, we can compete with anyone.

GRANT RIMBEY

Temple Terrace