

Proclamation



Jane Castor, Mayor

WHEREAS, The City of Tampa is proud to recognize those businesses and individuals who have made a mark in our city by their economic investment and involvement in the community, and **Schifino Lee**, celebrating its **30th Anniversary**, is one such company; and

WHEREAS, established by Paola Schifino and Ben Lee in 1993, Schifino Lee is a premiere branding and advertising agency based in Tampa, Florida, and it is dedicated to supporting its clients locally, regionally, nationally, and internationally, and has maintained a reputation for integrity, professional excellence, and being client focused; and

WHEREAS, with the theme *Moving People with Brilliant Ideas for 30 Years*, Schifino Lee offers advertising, strategy branding, digital, social, and media public relations, and they take pride in the personal and dedicated service provided to their clients that helps them to become successful; and

WHEREAS, with a mission of excellence, Schifino Lee is committed to its core values that include a *Passion to Create Brands*; a *Winning Spirit*, *Client-First Mindset*, *Do the Right Thing*, and to be *Humble and Helpful*, and they provide value, bring experience to each client, and focus on sustainability, environmental, social, and governance concerns, and over the years, the company has been recognized with many honors including The Telly Awards, the American Advertising Awards (Addy), Graphis Awards, Communication Arts Competition, and more; and

WHEREAS, Schifino Lee has contributed substantially to the economic success of the Tampa Bay area through their outstanding services, and have enhanced the growth of nearly every type of business and nonprofit organization including New York Yankees Steinbrenner Field, AT&T, the Cross Bay Ferry, Seminole Hard Rock Hotel and Casino, Tampa Museum of Art, and many others, and their contributions to the advertising and marketing field include working with students at the University of South Florida and the University of Tampa, and they provide intern opportunities; and

WHEREAS, for three decades, Schifino Lee has been recognized as an industry leader, and the organization will celebrate its **30th Anniversary** and its accomplishments throughout 2023, featuring special events and opportunities to show appreciation to all those involved in its growth and success since its founding.

NOW, THEREFORE, I, Jane Castor, by virtue of the authority vested in me as Mayor of the city of Tampa, Florida, do hereby proclaim Saturday, August 19, 2023, as

“SCHIFINO LEE DAY”

in the city of Tampa, Florida, and urge all citizens to join me in congratulating them on this special 30th Anniversary milestone occasion, and in wishing them continued success in the future.

Dated in Tampa, Florida, this 20th day of July 2023.



Jane Castor

Mayor