

Proclamation



Bob Buckhorn, Mayor

WHEREAS, Outback Steakhouse Restaurant opened its doors on March 15, 1988 in the city of Tampa, Florida on Henderson Boulevard, and was the vision of local entrepreneurs and hospitality industry veterans Bob Basham, Tim Gannon, Trudy Cooper and Chris Sullivan; and

WHEREAS, with the Australian theme that fits the relaxed, friendly and fun image, and the slogan “**No Rules, Just Right**” that speaks to the atmosphere that Outback Steakhouse takes food very seriously, but without taking themselves too seriously, they quickly became known as a place that provided quality food, outstanding service, and a restaurant that genuinely cared about the comfort and joy of their guests; and

WHEREAS, Outback Steakhouse has grown over the past 25 years to almost 1,000 locations across the United States of America and 19 international countries, is part of Bloomin’ Brands, Inc., a publically traded company that operates a portfolio of unique, founder-inspired brands, and has received national recognition including being named “Entrepreneurs of the Year” by *Inc. Magazine* in 1994, and “Best Steak” by *Zagat* four consecutive years, 2009-2012; and

WHEREAS, from its beginning, Outback Steakhouse has been strongly committed to improving the quality of life in the communities in which its restaurants and employees live, and seeks out local organizations and events to provide assistance, including participating in Operation Homefront, a foundation that helps wounded American troops and their families, Operation Feeding Freedom, a program that brings a taste of home to our troops stationed overseas, helping the first responders and communities during disasters, and has been the title sponsor of the Outback Bowl in Tampa since 1995, and

WHEREAS, Outback Steakhouse has created a reputation of excellence over the past 25 years and its success is a direct result of its Principles and Beliefs that are a part of the organization’s mission, and they include the tenet that people want to be a part of something they can be proud of, that is fun, and that includes and values them, and it is reflected in all aspects of the Outback Steakhouse business and how they take care of “*Our People*” – *Outbackers, Customers, Suppliers, and the Community*.

NOW, THEREFORE, I, Bob Buckhorn, by virtue of the authority vested in me as Mayor of the City of Tampa, Florida, do hereby proclaim March 15, 2013 as

“OUTBACK STEAKHOUSE DAY”

in the City of Tampa, Florida, and urge all citizens to join me in congratulating them on this special 25th Anniversary occasion, thanking them for their commitment to the Tampa community and wishing them continued success.

Dated in Tampa, Florida, 13th day of March, 2013.



Bob Buckhorn

Mayor