



Tampa's National Historic Landmark District



YBOR LEGEND

Issue 4 | Autumn 2015

CITY COUNCIL PAVES THE WAY FOR THE MARTI PROJECT



Plans for The Marti call for a four-story building with 100 apartments, retail space and a parking garage near the Ybor City arch.

A project that promises to transform the western entrance to Historic Ybor City has moved a step closer to reality.

Tampa City Council has approved the sale of city-owned property at the northeast corner of Nick Nuccio Boulevard and Seventh Avenue to partners Ariel Quintela and Darryl Shaw. The third-of-a-block is scheduled to become part of an ambitious project known as The Marti, which Quintela and Shaw say

will include a four-story building with 100 apartments, an underground parking garage and 8,000 square feet of retail space.

The pair will pay \$792,000 for the land, which is next to the Marti-Maceo Club. They previously purchased the adjacent Volunteers of America building.

Quintela and Shaw say The Marti will reflect Ybor's social club heritage, featuring wrought-iron railed balconies and exposed brick walls. Plans call for converting an alley into a public walkway with gardens on either side.

The Marti is one of several residential and mixed-use developments planned for the District by Quintela and Shaw. Others include restoration of the Oliva Cigar Factory, the Don Vicente de Ybor Historic Inn and the former Blues Ship Café.

NEW YCDC CHAIRMAN, BOARD TAKES OFFICE



Dr. Shawn Robinson says drawing new businesses to Ybor City will be a top priority of the new YCDC Board of Directors.

Dr. Shawn Robinson, Ybor City campus president of Hillsborough Community College, is the new chairman of the YCDC Board of Directors. He joined the board four years ago.

Other new officers are vice chairman Tony LaColla, treasurer Grant Mehlich and secretary Liz Welch.

Also taking office October 28 were six new board members: Steve Bird, Traci Day, Roberto Torres, Joe Vigliarolo, Liz Welch and Larry Wilder. Each board member serves a two-year term.

INSIDE

- YCDC gets new manager 2
- Thinking expansion? Think Ybor. 2
- Ybor businesses honored. 2
- Support for special events 3
- Summer of Fun really sizzles 3
- YCDC presented Rough Riders award . . . 4
- Business Watch award. 4



YCDC GETS NEW MANAGER



Courtney Orr returns to the Bay Area as Manager of the Ybor City Development Corporation.

Courtney Orr is the new manager of the Ybor City Development Corporation (YCDC). She replaces Vince Pardo, who retired in August.

As a division of Tampa's Economic and Urban Development Department, YCDC is the city's primary planning vehicle for the Historic District.

"I look forward to working very closely with the businesses, organizations and citizens in this remarkable district," Orr said. "I'm

absolutely confident that the excitement and growth of Ybor City will continue to develop."

Orr comes to Ybor City from New Albany, Ohio, where she was executive director of the chamber of commerce. But she's no stranger to the Bay Area. Prior to working in Ohio, Orr served as downtown manager for the City of Clearwater and held leadership positions with Pinellas County, the Clearwater Regional Chamber of Commerce and the Greater Tampa Chamber of Commerce.

A native of Indiana, Orr first moved to Florida in 2004. She holds a B.S. in journalism and an MBA.

Orr will work closely with the YCDC Board of Directors. Her background in economic development should complement the board's stated objective of attracting more businesses to Ybor City, with special emphasis placed on the technology industry.

She said a big part of her responsibility will be to facilitate "the effectiveness of the YCDC board in its mission to help the Historic District thrive."

YBOR BUSINESSES HONORED



The Columbia Restaurant is one of several Ybor City businesses named Best of the Bay.

Ybor City-based Creative Loafing recently named several Ybor businesses Best of the Bay as part of the magazine's 25th annual survey of its Bay Area writers, contributing critics and readers. The poll included both traditional "Best of" categories and a number of not-so-traditional categories.

The CL staff picked Veronica Lee of The Blind Tiger Café, Tea and Textiles as the "Best Cold-Brew Barista," Cigar City Cider and Mead as "The Best Bar When You Need a Break from Local Beer," the Ybor Daily Market as "The Best New Community Hub" and Dysfunctional Grace as "Best New Digs."

Ybor businesses also fared well with the publication's readers. Coppertail Brewing Company was named Best New Brewery. The Stone Soup Company won three reader awards: Best Sandwiches, Best Soup and Best Bargain Restaurant. CL readers said Acropolis Greek Taverna has the Best Hummus and is the Best Greek Restaurant. The Columbia was named Best Ybor City Cuban Restaurant. Chris Humpherys of the James Joyce Irish Pub won Best Mixologist.

The Crowbar claimed Best Album Release Show, the Best Out of the Box Music Series and the Best Bar for Live Music. New World Brewery was honored for the Best Sound System Upgrade. Readers picked The Amphitheatre for Best Dance Club and Best Weekly Club Night.

Other Ybor award-winners were the Tampa Improv Open Mic for Best Comedy Venue and La France for Best Vintage Clothing Store.

THINKING EXPANSION? THINK YBOR

Maybe you've outgrown your current office space. Or, your retail shop or restaurant has become so wildly successful it's time to open a second location. Is your location so inconvenient that customers say it is too much of a hassle to get to your business or they complain about parking? Are you looking for an area where there's ample places to eat lunch or where aesthetics are important, where every building doesn't look like the next?

There's a solution.

Historic Ybor City offers easy access to the Interstates. We're just minutes from

downtown, from Brandon and Lakeland, from St. Petersburg, Clearwater and Orlando, and from the airport.

Parking? No problem. There's plenty of free on-street parking, plus convenient city-owned garages and private lots. And, there's no place better than Ybor in the Bay Area for lunch because it offers such a wide variety to suit any taste. On top of it all, there's that Ybor City vibe – cutting-edge energy housed in history.

Interested in taking a look? Call YCDC at 813-274-7936.



YCDC SUPPORT FOR SPECIAL EVENTS TOPS \$100,000

Several signature Ybor City celebrations are among the YCDC Special Event Grant winners for Fiscal Year 2016.



Snow? In Tampa Bay? Only in Ybor City during our Historic Holiday Spirit "Snow on 7th" Parade

The co-sponsorship grants total \$120,000 and will be spread among nearly a dozen events and organizations.

Topping the list is a \$60,000 contribution to Historic Holiday Spirit, the group that annually organizes the District's very popular Volunteer Decorating Day, Holiday Tree Lighting ceremony and Snow on 7th parade in November and December.

The remaining \$60,000 was awarded in varying amounts to the following:

- The weekly Ybor City Saturday Market;
- The TECO Streetcar Fest;
- The Cupcake Festival at the Ybor City Saturday Market;
- The Ybor Merchants Association's Little Monsters' Pumpkin Patch;
- The Ybor Merchants Association's Big Monsters' Bed Races;
- The Gasparilla International Film Festival;
- The Tampa Pride Parade and Festival.

Event descriptions can be found on the YCDC website, YborCityOnline.com.

Grant recipients are selected from among those submitting applications to the YCDC office. The approval process includes an evaluation by the grant review committee, which meets in August.

YCDC additionally supports special events in the District through promotion on its website and its social media accounts on Facebook, Twitter, Instagram and LinkedIn.

YCDC also co-sponsors the annual Outback Bowl Parade and Pep Rally in December.

Special events are a huge part of life in Ybor City and have become a major attraction for visitors. In addition to the YCDC co-sponsored activities, annual highlights include February's Fiesta Day and the Krewe of Sant' Yago Knight Parade, the Rough Rider St. Patrick's Day Parade in March, Festa Italiana in April and Tropical Heatwave at the Cuban Club in May.



Pumpkins, kids and costumes highlight Ybor's annual Fantasma Fest celebration.

- The Ybor City Cigar Festival at Centennial Park;
- The National Cuban Sandwich Festival;

SUMMER OF FUN REALLY SIZZLES

A recent highlight in the Historic District was the annual Summer of Fun campaign on Facebook.

The promotion ran for 13 weeks, with nearly 1,500 people – almost triple the number from 2014 - vying for 73 prize packages donated by about three dozen District merchants.

Each package contained at least three prizes, creating a total value for all prizes of more than \$5,400. Each participating business was listed on the contest description and signup pages.

Many of the merchants took part in the campaign for the third straight year.

The promotion's \$1,500 Facebook advertising budget created an estimated 286,233 impressions, with another 30,000 impressions added through boosted posts. The campaign grew the number of "likes" on the YCDC Facebook page by 44 percent to more than 3,100.

Summer of Fun began three years ago as a way to drive visitors to Ybor during traditionally slow summer months, grow Discover Ybor City, YCDC's Facebook page, as well as promote Ybor City businesses.



Many of the Summer of Fun prize packages included discounts at Ybor restaurants and retailers, designed to encourage more customer traffic during the traditionally slower months.



YCDC PRESENTED ROUGH RIDERS AWARD



Rough Rider member Joseph Citro (center) presents an Award of Appreciation to YCDC Manager Courtney Orr and YCDC Board chairman Walter Aye. The plaque cites YCDC's continuing support of the Rough Riders' annual St. Patrick's Day Parade on Seventh Avenue.

BUSINESS WATCH AWARD



The Florida Redevelopment Association honored the YCDC and Tampa police with a statewide award for the Ybor City Business Watch program at their annual conference on October 22nd. Launched in 2011, more than 200 Ybor businesses have participated in the program, helping to reduce crime in the District by 70%.



YBOR CITY
DEVELOPMENT CORPORATION
2015 East 7th Avenue, Tampa, FL 33605
(813) 274-7936 • www.tampagov.net/ycdc

A Division of the City of Tampa
Department of
Economic and Urban Development

Bob McDonough
Administrator of Economic Opportunity

YCDC Staff:

Courtney Orr, Manager
Brenda Thrower
Corine Linebrink

YCDC MEETING CALENDAR

The following meetings will be held at the YCDC Office at 2015 E. 7th Ave. unless otherwise indicated. All meetings are open to the public and free parking is available in the lot adjacent to YCDC. Meetings are subject to change.

November/December 2015

Planning & Infrastructure Committee

November 10 | 3:30 pm

District Marketing Committee

November 12 | 3 pm

Retail, Arts & Special Events Committee

November 17 | 3 pm

Public Safety & Parking Committee

November 19 | 3 pm

YCDC Board

December 1 | 4 pm

January 2016

Executive Committee

January 11 | 3:00 pm

Planning and Infrastructure Committee

January 12 | 3:30 pm

District Marketing Committee

January 14 | 3:00 pm

Retail, Arts & Special Events Committee

January 19 | 3:00 pm

Public Safety and Parking Committee

January 21 | 3:00 pm

YCDC Board

January 26 at 4:00 pm

February

Planning & Infrastructure Committee

February 9 | 3:30 pm

District Marketing Committee

February 11 | 3:00 pm

Retail, Arts & Special Events Committee

February 16 | 3:00 pm

Public Safety and Parking Committee

February 18 | 3:00 pm

YCDC Board

February 23 | 4:00 pm

BOB BUCKHORN MAYOR

Community Redevelopment Area (CRA) Board

Yvonne Yolie Capin - *Chair*
Lisa J. Montelione - *Vice Chair*
Harry Cohen
Guido Maniscalco
Charlie Miranda
Frank Reddick
Mike Suarez

Meeting Location: Tampa City
Council Chambers, City Hall
315 East Kennedy Boulevard

Time: 9:00 a.m.

Dates: Second Thursday of the month

YCDC Board of Directors

Officers

Dr. Shawn Robinson - *Chair*
Tony LaColla - *Vice Chair*
Grant Mehlich - *Treasurer*
Liz Welch - *Secretary*
Walter Aye - *Immediate Past Chair*

Industry Members

Steve Bird
Richard Boom
Richard "Leon" Cannyn
Traci Day
Grant Mehlich
Ariel Quintela
Eric Schiller
Roberto Torres
Joe Vigiariolo

Ex Officio Members

Cathy Bartolotti
Joseph Citro
Fran Costantino
Tom DeGeorge
Tony LaColla
Dr. Shawn Robinson
Rich Simmons
Capt Rick Swann
Stacy Ward
Larry Wilder

At Large Members

John Agliano
Liz Welch

Emeritus Members

Joe Capitano, Sr.
Monsignor Laurence Higgins