



Tampa's National Historic Landmark District

# YBOR LEGEND

Spring 2013

## FILM FESTIVAL SELECTS YBOR, BREAKS RECORDS



Photo: Trung Nguyen\_The Bokeh Studio

Actor Colin Farrell made a surprise appearance, showing up to support Ante Novakovic, director of *The Fix*.

The [Gasparilla International Film Festival](#) expanded its schedule and broke attendance records in 2013 with more than 13,000 people attending the seventh annual event. Three of the festival's six days of film screenings, workshops, panels and parties were held in Ybor City locations, including [Muvico Centro Ybor](#), [Hillsborough](#)

[Community College Ybor Campus](#) and [L'Unione Italiana](#).

"We couldn't have asked for a more wonderful way to celebrate film in our region," said Gasparilla International Film Festival board president Joseph Restaino. A dynamic lineup of films and participation from talented filmmakers and actors helped make the 2013 festival a success.

Tampa residents can expect even more film in the city's future.

Hillsborough commission chairman Ken Hagan recently announced plans to create a nonprofit film commission to increase film production within Hillsborough County. The decision was made, in part, based on 2012 report that shows only 9 percent of film production in Florida is done in Hillsborough County. The new commissioner would be expected to market the county to producers and directors.

To catch a glimpse of the festival action, watch the next episode of "[Ybor Flavors](#)."



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## MURAL NEARS COMPLETION



Artistic director Michael Parker opens a few of the hundreds of gallons of paint used to create the mural.

The [Adamo Drive mural project](#), a massive depiction of life both past and present in Ybor City, will be dedicated Tuesday, May 21 at 2 p.m. Mayor Bob Buckhorn will lead the dedication ceremony.

The 12,000-square-foot mural, believed to be the largest outdoor original artwork in Florida, stretches more than 360 feet along Adamo Drive east of 17th Street.

Artistic director Michael Parker designed and produced the mural, assisted by community volunteers and art students from [Hillsborough Community College Ybor Campus](#). Financial support came from more than 20 contributors and in-kind sponsors, including the [City of Tampa](#) and [Ybor City Development Corp.](#)

The mural encompasses six scenes with three common themes: The Journey through Life; The Conflict between Tradition and Progress; and The American Experience.

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## EXPANDING THE YBOR CITY COMMUNITY



Stacy Richards and her husband Jorge Garcia have reincarnated a Tampa icon at Seabreeze Ybor, 1604 N. 17th Street, with family recipes for deviled crabs and other local favorites.

Venatôre, an information technology solutions provider, has moved into a 4,800 square-foot office in Corral Wodiska factory, 1302 N. 19th Street. The former cigar factory was rehabilitated in 1999 and now blends historical elements with a modern design.

S3 Media, an interactive marketing and website design agency, has relocated its offices within the historic district to 1717 E. 5th Avenue.

New eateries and restaurant expansions create more options for dining in historic Ybor City:

- Yo Boys Frozen Yogurt has opened at 1815 E. 7th Avenue. The frozen yogurt shop flavors include low fat, fat-free, gluten free, dairy free and no-sugar varieties and changes featured flavors bi-weekly.
- Tequila's Taco Bar, 1613 E. 7th Avenue, is now open. While the restaurant boasts more than 150 types of tequila, it also serves Mexican cuisine including burritos, tacos and house-made guacamole.

Mayor Buckhorn will celebrate the resurgence of restaurants on the 1900 block of 7th Avenue with a special ribbon cutting ceremony at 4 p.m. on May 8. Two new restaurants - Istanblu and Sunday's Delicatessen - and the expansion of Stone Chef Catering & Events add to the diverse cuisines available in historic Ybor City.

## STREETSCAPE ENHANCEMENTS

Progress is being made on the 7th Avenue extension project, which expands the look of the historic district beyond the 22nd Street intersection. The City of Tampa and Ybor City Development Corp. are now working to improve the streetscape between 23rd and 24th Street as part of a four-block plan to make the sidewalk more inviting and comfortable for pedestrians.



The concrete sidewalk is being replaced with pavers as part of the 7th Avenue streetscape extension project.

The streetscape improvements include benches, historic-style lampposts, litter baskets, and Cabbage Palm trees. Distinctive brick pavers will line the sidewalk, and parking spaces are being added along 7th Avenue. The amenities will continue the historic ambiance of the district into the mostly residential neighborhood.

The City of Tampa has taken a block-by-block approach to improve the streetscape along 7th Avenue between 22nd and 26th Streets. The 2200 block was completed a few years ago, and the 2300 block is scheduled to be completed in late May or early June.

## A TASTE OF YBOR, OVERSEAS



Members of the Detachment 63rd Ordnance Company enjoy cigars shipped from Ybor City soon after arriving at their post.

Cigar aficionados have sent a piece of home to American Armed Forces men and women. Cigars for Soldiers provides overseas military members with a care packages containing three cigars, a humidifier pack for freshness and a program insert.

Organized by Ybor City Development Corp., the program received more than 600 donated cigars in 2012. Over the past three years, Cigars for Soldiers has provided more than 2,000 cigars to service members.

To participate in this year's drive, contact [YborAmbassador@TampaGov.net](mailto:YborAmbassador@TampaGov.net).



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## SPECIAL EVENTS DRAW THOUSANDS



Tampa Tribune columnist Steve Otto, WFLA anchor Gayle Guyardo and "A.M Tampa Bay" host Jack Harris take a break from judging during the Cuban Sandwich Festival. Michelle Faedo's on the Go was named Best Cuban Sandwich by judges but Stone Soup Company won the popular vote.

The popular [Tropical Heatwave](#), presented by WMNF Community Radio, expands this year to a two-day festival. The extravaganza of eclectic and exotic entertainment takes

over Ybor City on Friday, May 10 and Saturday, May 11. More than 60 local and national acts will play on 10 stages.

On May 15, two planned museums make significant progress toward opening. Florida Department of Transportation will relocate two homes from V.M. Ybor to 19th Street near 9th Avenue as part of the Interstate Historic Mitigation Plan. The homes will be rehabilitated and renovated into the Al Lopez Baseball Museum and the Law Enforcement Museum.

More upcoming events:

**May 11** - [Tampa Bay Army Ball G.I. Jog](#)

**May 18 & 19** - [Cuban Cultural Fest](#)

**May 21** - Ybor City Mural Project dedication ceremony

**May 25 - 27** - GaYBOR Days

**June 13** - Roosters of Ybor Silent Auction

**June 23** - [Ybor City Museum Society](#) Legacy Awards

Starting in May, the weekly [Ybor City Saturday Market](#) hours are 9 a.m. to 1 p.m. The shorter hours remain in effect until September.

Additional Ybor City events can be found at [YborCityOnline.com](#).

## ART PROJECTS ROOST IN YBOR

Roosters will be making an appearance in storefront windows in Ybor City. Hillsborough Community College Ybor Campus art students are painting and decorating the roosters, which will be displayed, then auctioned off to raise funds for student scholarships. Pick up a game card at [MC Film Fest](#), 1901 N. 15th Street, to participate in the scavenger hunt, which runs May 10 to June 10.

Ybor City Development Corp. has announced a new program to highlight local artists and Ybor City establishments. Part of the City of Tampa's Public Art Program, the [Ybor City Garage Window Art Project](#) will create a fun and visually attractive art experience along the Centro Ybor Parking Garage. Successful displays will use innovative techniques to engage audiences.

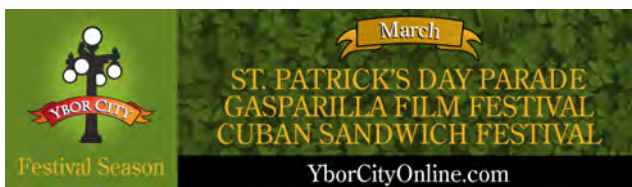
Displays will remain in window boxes for approximately 12 months. Selected artists and organizations receive a financial grant to assist with the installation costs. The deadline to apply is May 31 at 5 p.m. For more information, contact Brenda Thrower at (813) 274-7917.

## DISTRICT MARKETING GETS RESULTS

Promotions developed and funded by Ybor City Development Corp. are generating interest in and excitement about historic Ybor City. The most recent campaign that highlighted Ybor City festivals and special events drove more than 15,000 visitors to [YborCityOnline.com](#) in March and April.

In June and throughout the summer, offers and deals from Ybor City merchants will be featured on the district Facebook page, [Discover Ybor City](#). Online ads will help drive traffic to view the offers. There is no cost to Ybor City merchants to participate. For more information, please contact Brenda Thrower at (813) 274-7917.

Attend the YCDC Marketing Committee meetings on the second Thursday of each month at noon to learn how to participate in upcoming promotions.



## EXPLORE FESTIVAL SEASON



The "Ybor Flavors" team gets a backstage look at the Gasparilla International Film Festival's events.

"Ybor Flavors" TV show regularly tours Ybor City events, landmarks, flavors and history. Host Veronica Swiatek explores the special events and festivals that bring thousands to Ybor City each year.

In the March episode, Swiatek samples all the sights, sounds and tastes of Fanfest, Brewfest and Fiesta Day.

In the May episode, Swiatek speaks with the organizers of the Gasparilla International Film Festival, along with a few big names visiting from Hollywood.

Watch episodes of "Ybor Flavors" on Bright House channel 615 or Verizon channel 15 or online at [YborCityOnline.com](http://YborCityOnline.com).



YBOR CITY  
DEVELOPMENT CORPORATION

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A Division of the City of Tampa  
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Economic and Urban Development

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## UPCOMING YCDC MEETINGS

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

### May

**May 9 | Noon**

District Marketing Committee

**May 14 | 3:30 pm**

Planning & Infrastructure Committee

**May 16 | 3:00 pm**

Public Safety and Parking Committee

**May 20 | 3:00 pm**

Retail, Arts and Special Events Committee

**May 28 | 4:00 pm**

YCDC Board

### June

**June 11 | 3:30 pm**

Planning & Infrastructure Committee

**June 13 | Noon**

District Marketing Committee

**June 18 | 3:00 pm**

Retail, Arts and Special Events Committee

**June 20 | 3:00 pm**

Public Safety and Parking Committee

**June 25 | 4:00 pm**

YCDC Board

### July

**July 9 | 3:30 pm**

Planning & Infrastructure Committee

**July 11 | 12 Noon**

District Marketing Committee

**July 16 | 3:00 pm**

Retail, Arts and Special Events Committee

**July 18 | 3:00 pm**

Public Safety and Parking Committee

**July 23 | 4:00 pm**

YCDC Board

## BOB BUCKHORN MAYOR

### Community Redevelopment Area (CRA) Board

Frank Reddick - *Chair*

Mike Suarez - *Vice Chair*

Yvonne Yolie Capin

Harry Cohen

Charlie Miranda

Lisa J. Montelione

Mary Mulhern

### 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

Gen. David J. Scott (Ret.) - *Chair*

Walter Aye - *Vice Chair*

John Doble - *Secretary*

Michelle Cardamone - *Treasurer*

Manny Alvarez

Richard Boom

Joe Capitano Jr.

Fran Costantino

Ken Cowart

Kenneth Garcia

Karen Goss

Kim Headland

Elaine Illes

Tom Keating

Tony LaColla

D. Stephen Moss

Sam Reiber

Dr. Shawn Robinson

Jack Rodriguez

Gene Siudut

Angelo Spicola

Veronica Swiatek

Chris Whitaker

### Emeritus Members

Joe Capitano, Sr.

Monsignor Laurence Higgins

### Meeting Location:

YCDC Office,

2015 7th Avenue, Ybor City

**Time:** 4:00 p.m.

**Date:** Fourth Tuesday of the month