Tampa's National Historic Landmark District

Ybor Legend

Spring 2015

Colorful Crowd Celebrates Tampa Pride's Comeback

Pride made a roaring comeback on March 28 as spectators lined Ybor City's Seventh Avenue for the first Tampa Pride event in 13 years.

Tampa Police Chief Jane Castor and community leader Kurt King, who owns the Hamburger Mary's Bar & Grille locations in Ybor City and Clearwater, shared the grand marshal role for the 2015 Tampa Pride Parade and Festival, tossing beads to the crowd of more than 30,000 people. More than 80 vendors – ranging from nonprofits, restaurants, independent stores, the Tampa Bay Bucs and Tampa Bay Rays – formed the street festival along Eighth Avenue.

So many people and organizations committed to participating in Tampa Pride that the festival and parade sold out quickly. The Tampa Pride's 16 board members credited this year's success to Ybor City's diversity and the support from the city of Tampa, Tampa Police Department, the GaYBOR District, dozens of sponsors and 60 volunteers.

Planning for next year's Tampa Pride Parade and Festival on March 26, 2016 is already underway. Organizers are planning an even bigger event with additional capacity for parade units and festival vendors.

More than 30,000 people lined Seventh Avenue on March 28 to celebrate the first Tampa Pride festivities in 13 years.
Photo credit: MC Film Fest

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Enter for your chance to win great prizes!
Facebook.com/YborCityTampa

Rocking Ybor City

Another local brewery is coming to the historic district. It's part of an emerging trend of craft breweries in Ybor City. Tampa Bay Brewing Company led the way more than 25 years ago, and Coppertail Brewing began brewing in the district last year. Now, Rock Brothers Brewing will add to the local craft beer experience. Rock Brothers Brewing has purchased a 10,000 square-foot building at 1901 N. 15th St. with plans to open its production facility, tasting room and an intimate listening room for music fans.

Rock Brothers Brewing plans to renovate the building this summer and is targeting a fall 2015 opening.
Rendering provided by Elliott Wheeler Architect.

Rock Brothers Brewing partners with music artists to create artisan craft beers. Its first beer launched in 2014 with local band Have Gun Will Travel, and other artists like JJ Grey, Hootie & the Blowfish and Umphrey's McGee have created craft beers that embody the spirit of their music.

Development on the Rise

Development projects in historic Ybor City are currently underway, helped by grant assistance programs like the Ybor City CRA Façade Improvement Grant Program and Hillsborough County Historic Preservation Challenge Grant.

Recent projects include the Blues Ship Café, 1910 E. 7th Ave.; Cadrecha Building, 1302 E. 7th Ave.; Demmi's Market on 7th and adjacent patio, 1816 E. 7th Ave.; Oliva Cigar Factory, 2008 N. 19th St.; Tampa Baseball Museum at the Al Lopez House, 2003 N. 19th St., The Cuban Club, 2010 Avenida Republica de Cuba and two historic commercial buildings at 1704 E. 7th Ave. and 1718 E. 7th Ave.

Commercial property owners can apply for the Ybor City CRA Façade Improvement Grant Program in Fall 2015, once the FY2016 Budget is approved and new application cycle is opened.

Demmi's Market on 7th will restore the building's façade and redevelop the adjacent patio into an outdoor dining courtyard.

Work on the Oliva Cigar Factory uncovered beautifully preserved wood siding with "Home of Swann Cigars" painted on the side.

Exterior renovation and restoration are underway on the building at 1718 7th Ave.

The Ybor City Museum Society is working to rehabilitate Al Lopez's former home, which will become the Tampa Baseball Museum.

Cuban Sandwich Festival Returns

More than 30,000 people celebrated Tampa's favorite sandwich during the 4th annual Cuban Sandwich Festival on March 21-22. On March 21, eight restaurants assembled the world's largest Cuban sandwich. At 100 feet, the sandwich broke the festival's previous record by nearly 14 feet.

On March 22, 30 restaurants competed for the title of best Cuban sandwich in four categories: Best Cuban in the World, Tampa Historic, Non-Traditional and Popular. Ybor City restaurant Stone Soup Company claimed first place in the Popular Cuban Sandwich category – its third year claiming a title in the festival.

Stone Soup Company proprietor Ilya Goldberg and "soup girl" Debbie Thomas celebrate their win.
Photo credit: Stone Soup Company.

Ybor City Grows

Tampa Mayor Bob Buckhorn presents a proclamation to Coppertail Brewing president Kent Bailey during the grand opening of the craft brewery's tasting room on March 6.

Two new retailers are now open. Tatyana, a retro wear boutique, opened its second Florida location at 1409 E. 7th Ave. and Solecial is operating at 1710 N. Avenida Republica de Cuba.

Three new marketing agencies have moved into the district: Cosmic at 1813 E. 7th Ave., Digalign at 1228 E 7th Ave, Suite 200 and tandemROI at 1228 E. 7th Ave.

Hurricane Boxing Gym, which is focused on building positive values in at-risk youth, opened at 2326 E. 7th Ave.

Architectural Products has opened a sales office at 1402 N. 25th St. and a showroom at 2409 E. 4th Ave.

Real estate sales and property management company Capital Caldwell opened its office at 1920 E. 4th Ave.

Two foreclosure registries are operating in the district: Assurant Field Asset Services, 1910 E. Palm Ave, and Fannie Mae, 2221 E. 2nd Ave.

Keith's Landscape and Power Washing is now based at 2213 E. 3rd Ave.

Congratulations to three Ybor City businesses on reaching milestone anniversaries: Ybor City Saturday Market on 15 years, New World Brewery on 20 years and La Segunda Central Bakery on 100 years!

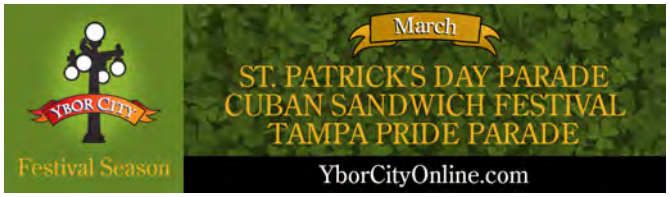
District Marketing Drives Economic Development

Parades, pride, heritage and Heatwave were the highlights of this year's Festival Season. The four-month series of events kicked off in February with the annual Krewe of Sant' Yago Knight Parade, followed by Fiesta Day and Flan Fest.

March saw the Rough Riders' St. Patrick's Day Parade, the Cuban Sandwich Festival and Tampa Pride Parade and Festival. Two long-time annual events returned in April: Ybor Aficionado Days and Festa Italiana. And in May, WMNF's signature music festival, Tropical Heatwave, returns.

Ybor City Development Corp. supported Festival Season with nearly $30,000 in advertising, plus promotion through YborCityOnline.com, its Facebook page and Instagram account, and event listings in local media.

In addition, YCDC supported five of the events during Festival Season through the Special Event Co-Sponsorship Program. The program provided more than $21,000 in assistance to the special events.



Looking ahead, YCDC is preparing for its third annual Summer of Fun promotion on Facebook. Last year, nearly 500 people entered the sweepstakes for prize packages donated by dozens of District merchants. To participate in this year's promotion, Ybor City merchants should contact Brenda Thrower at (813) 247-7917 or Brenda.Thrower@TampaGov.net.

Improvement Project Progress

As the intersection at 8th Avenue and 21st Street reopens, it offers a preview of the new look for Ybor City's eastern border. The Florida Department of Transportation is installing new brick crosswalks with new and historic granite curbs.

The two-year improvement project is designed to calm traffic patterns, and add a bicycle lane, parking and pedestrian-friendly walkways along 21st and 22nd streets from Adamo Drive to Hillsborough Avenue. A water main will be installed along 22nd Street and storm drainage improvements will be completed along 21st Street.

The project is following the projected timeline and work should be completed in late 2016.

Sway into Summer with Heatwave

WMNF Tropical Heatwave returns to Ybor City for two days on May 1- 2. The annual event is a ritual for music fans in the Tampa Bay area, and at 34 years, it's one of the longest running music festivals in the country. This year, more than 70 bands in a wide spectrum of genres – western swing, classic country, salsa fusion, punk garage and more – will perform on eight stages in Ybor City venues. In addition, music fans can enjoy Tropical Heatwave Wheat Ale, a commemorative beer from Cigar City Brewing, through May 2015.

Buildings Alive! Ybor City Architecture Hop attendees saw the working kitchen of 100-year-old La Segunda Central Bakery on March 19.
Photo credit: Ybor City Museum Society

Additional upcoming Ybor City events:

May 1-2 – Tropical Heatwave

May 3 – Comedy Music Spectacular

May 31 – Spring Fling

June 6 – "Songbook: The Great American Standards"

June 8-August 14 – Hillsborough Community College Kids and Teen College Camps

June 15-18 – Campo Italiano at L'Unione Italiana

June 22-24 – Campo España Summer Camp at Centro Asturiano de Tampa

July 25 – Celebrate Sinatra

Additional events can be found at YborCityOnline.com.

Business Watch Update

ybor city business watch
member #ybw0001
tampa police department

Ybor City merchants and property managers should register or renew with Ybor City Business Watch, part of the Tampa Business Watch program to improve communications with Tampa Police Department and reduce crime. New window stickers have been designed by Marketing in Color, and a new website, TampaBusinessWatch.com, is being developed. The stickers signify the business' participation in the program and include a registration number that helps officers contact management quickly during an emergency. Registered merchants can also receive alerts about any nearby suspicious activity. To register for the program, or renew, contact Tampa Police Department Community Liaison Officer Sean Mahabir at (813) 480-1272.

Instagram

Check us out at @HistoricYborCity

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 McDonaugh
Administrator of Economic Opportunity

YCDC Staff:

Vince J. Pardo, *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.

May

Planning & Infrastructure Committee
May 12 | 3:30 pm

District Marketing Committee
May 14 | 12:30 pm

Retail, Arts & Special Events Committee
May 19 | 3 pm

Public Safety and Parking Committee
May 21 | 3 pm

YCDC Board
May 26 | 4 pm

June

Planning & Infrastructure Committee
June 9 | 3:30 pm

District Marketing Committee
June 11 | 12:30 pm

Retail, Arts & Special Events Committee
June 16 | 3 pm

Public Safety and Parking Committee
June 18 | 3 pm

YCDC Board
June 23 | 4 pm

July

Planning & Infrastructure Committee
July 14 | 3:30 pm

District Marketing Committee
July 16 | 12:30 pm

Retail, Arts & Special Events Committee
July 21 | 3 pm

Public Safety and Parking Committee
July 23 | 3 pm

YCDC Board
July 28 | 4 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

Walter Aye - *Chair*
Dr. Shawn Robinson - *Vice Chair*
Michelle Cardamone - *Secretary/ Treasurer*
John Agliano
Manny Alvarez
Cathy Bartolotti
Richard Boom
Richard "Leon" Cannyn
Joe Capitano, Jr.
Joseph Citro
Fran Costantino
Tom DeGeorge
Victor Fernandez
Karen Gross
Jayme Kosar
Tony LaColla
Grant Mehlich
Ariel Quintela
Eric Schiller
Rich Simmons
Gene Siudut
Rick Swann
John Trujillo
Stacey Ward
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