



Tampa's National Historic Landmark District



YBOR LEGEND

Summer 2014

COMING SOON: NEW RESIDENTS IN YBOR CITY

More people will soon have the chance to reside in historic Ybor City. Three residential development projects are in progress in the district.

A 224-unit development is planned on three acres of vacant land along 12th Avenue between 16th and 17th streets. Intown/Framework Group, a partnership between Intowngroup and Framework Group, is developing the four-story apartment building.

Two additional residential projects are being planned in historic buildings. A-Investments Development Corp., a partnership between Ariel Homes president Ariel Quintela and Blue Pearl Veterinary CEO Darryl Shaw, is



The Ybor Oliva project will add tall, narrow windows and new siding to restore historic character to the former cigar factory (shown above). Photo courtesy of Oliva Tobacco Company and A-Investments Development Corp.

working on the adaptive reuse projects in the Oliva Cigar factory and former Cadrecha building.

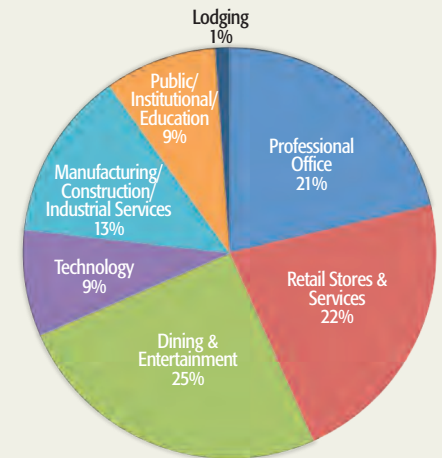
The Ybor Oliva project at Palm Avenue and 19th Street will restore the oldest cigar factory in the area to historic standards. Thirty loft-style apartments on three floors are planned for the building.

The Ybor Marti project on the 1300 block of 7th Avenue will repurpose the former retail store into mixed-use with retail or office spaces on the ground floor, and apartments on the second floor.

The three projects will add another 700 residents to Ybor City by the end of next year.

BUSINESS SURVEY SHOWS GROWTH

Hillsborough Community College students surveyed 262 Ybor City businesses in July to provide a snapshot of the Ybor City business community. Survey results show that 41 new businesses have opened in Ybor City, and existing businesses are growing and thriving.



Of the 38 business categories, the most common types are restaurants and retail stores. Technology firms – which include network aggregators, software design, social media networks, and firms that specialize in securing and training Defense Department technology personnel – are a growing segment of the Ybor City business community, and are tied with nightclubs and bars.

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NEW BUSINESSES OPENING

The Banyan Solutions Consulting Group, a content solutions provider, has opened their first U.S. office in Ybor City. The office at 1228 E. 7th Ave. joins offices in London, Paris, Barcelona, Brussels and Wroclaw, Poland.

Gr8code launched at 1724 E. 5th Ave. over the summer. It provides intensive courses in front-end development.

The Blind Tiger Café is opening soon at 1901-1903 E. 7th Ave. The concept will serve TeaBella Tea and Buddy Brew Coffee, offer clothing from Black & Denim and provide co-working space.

Cleanview Land Design has moved to 1213 E. 6th Ave. The civil engineering and land planning firm specializes in master planned communities and urban infill.

Three firms in the real estate industry have joined the historic district: McQuay-Martin Brokers Corporation at 1228 E. 7th Ave., Safeguard Properties at 2010 E. Palm Ave., Suite 15206, and Select Portfolio Servicing at 1910 E. Palm Ave., Suite 11303.

7-Eleven opened at 1535 E. 7th Ave. in late August. The convenience store renovated a vacant storefront that formerly housed La Ultramar Jewelry.



Gr8code vice president of Strategy and Development Justin Davis and Migrant Studios president Aubrey Goodman lead a session during the Gr8code Kids! summer camp.

Photo credit: Gr8code

BIKE SHARE LAUNCHES

Coast Bike Share has installed six bike-share stations in historic Ybor City. The program is part of Tampa Mayor Bob Buckhorn's efforts to create a more livable downtown and surrounding neighborhoods.

Riders can buy memberships on an hourly, monthly or annual basis. Members receive a PIN, which is used to reserve and unlock the bikes. When the ride is over, the bikes are returned to one of the company's hubs or, for an additional fee, to any regular bike rack.

Coast Bike Share serves downtown Tampa, Ybor City, Channelside, Hyde Park and Tampa Heights. Ybor City hubs are located at Centro Ybor, Hillsborough Community College Ybor Campus and its parking garage, along Seventh Avenue at 15th Street and at 18th Street, and near the Post Office.

More information is available at CoastBikeShare.com.



Mayor Bob Buckhorn cycles a Coast Bike Share bicycle. The bike-sharing system provides an easy, affordable and healthy mode of transportation.

Photo credit: Coast Bike Share



Ybor City's historic lampposts were updated this summer. The lampposts received energy efficient LED bulbs and a fresh coat of paint. Worn globes were replaced. The historic lampposts are an icon of the Ybor City Historic District.



The District would like to thank Kent Bailey, pictured above with YCDC Board chairman Walter Aye and YCDC manager Vince Pardo, for his generosity in the past year. Bailey, president of Ybor City-based Coppertail Brewing Company, donated \$3,000 for economic development in the district.



FANTASMA FEST PROMISES FANTASTIC TIME

Get ready for a ghoulish good time as Fantasma Fest kicks off a series of Halloween events organized by the Ybor Merchants Association on October 21.



The Big Monsters Bed Race is coming back to Ybor City on Saturday, Oct. 25! During this Fantasma Fest event, five-person teams race wheeled beds down 7th Avenue from 15th Street to 17th Street. See which team will beat 2013 champions Coyote Ugly Saloon in the second annual event.

Bring the kids down to Centro Ybor on Saturday, October 25 for the Little Monsters Pumpkin Patch where kids dressed in costume can decorate pumpkins and trick-or-treat through Ybor City. Later that day, the Big Monsters Bed Races will roll down Seventh Avenue. Five-person teams will drag race wheeled, Halloween-themed beds down two blocks of Seventh Avenue.

On the evening of October 25, the Ybor Chamber brings Guavaween back to its roots at The Cuban Club. Big City

Events is producing the Voodoo Carnival-themed Halloween party this year.

Upcoming events:

October 4 – Ybor Oktoberfest Pub Crawl

October 17 – Cigar Heritage Party

October 18 – Cupcake Festival

October 18 – TECO Line Streetcar Fest

October 20-31 – Fantasma Fest

October 25 – Guavaween

October 25 – Happy Bald Day

November 7 – Richard's Run for Life

November 19 – Ybor City Holiday Tree Lighting & Miracle on 7th Avenue

November 29 – Small Business Saturday

DISTRICT MARKETING GETS RESULTS

A very successful Facebook promotion capped this year's marketing efforts by the Ybor City Development Corporation (YCDC). The three-part marketing strategy divided the year into three seasons: Holiday Season (October-December) with the tree lighting ceremony and Snow on 7th parade, Festival Season (February-May) with more than ten festivals and events, and Summer of Fun (June-September).

The Summer of Fun sweepstakes awarded 200 prizes to 65 winners over a 13-week period and increased the Page "likes" by 14 percent. It was supported with \$2,100 in Facebook advertising that yielded more than 790,000 impressions.

Throughout the year, YCDC spent more than \$69,000 in advertising on radio,

Annual Marketing Yields More Than 439 Million Impressions

digital billboards and online ads to support the season-based campaigns and reach more than 8.3 million impressions. YCDC also spent \$21,000 on public relations with news coverage reaching an audience of 430 million. Social media management and promotion totaled \$14,000 for Facebook management and to implement the Summer of Fun contest. The District also continued its long-running partnership with The Outback Bowl.

YCDC's marketing committee has approved a budget earmarking similar amounts for the fiscal year beginning October 1. The Marketing Committee plans to continue the successful season-based campaigns, and add an Instagram account to post photos and short videos.

GRANTS UPDATE

YCDC has awarded co-sponsorship grants totaling nearly \$56,000 for next fiscal year to ten Ybor City special events. The Retail, Arts and Special Events Committee selected the recipients from nearly 20 applicants.

Historic Holiday Spirit was awarded the largest grant. Other recipients include Little Monsters Pumpkin Patch, Tampa PRIDE, Gasparilla International Film Festival, Tampa Baseball Heritage Celebration, La Verbena, TECO Streetcar Fest, National Cuban Sandwich Festival, Big Monsters Bed Races, and Tropical Heatwave.

The Ybor City Facade Grant Program is accepting applications from property owners for financial assistance to improve the appearance of their properties. The deadline is Sept. 30.



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UNCORK AND UNWIND

"Ybor Flavors" TV show features one of America's most historically rich neighborhoods, Ybor City. Show host Veronica Swiatek gives viewers a taste of the diverse culture and history found throughout the district.



Host Veronica Swiatek enjoys a glass of wine with certified sommelier Jayme Kosar, owner of Ybor City Wine Bar.

In the next "Ybor Flavors" episode, take a tour infused with the Wines of Ybor. Swiatek visits Ybor City Wine Bar with proprietor Jayme Kosar and Beaune's Wine Bar at West Palm Wines with owner Jim Sirna to learn about the art and culture of wine.

Tune into "Ybor Flavors" on Bright House channel 615 and Verizon channel 15 or online at YborCityOnline.com.



YBOR CITY
DEVELOPMENT CORPORATION

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Economic and Urban Development

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YCDC MEETING CALENDAR

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.

September

September 23 | 4 pm

YCDC Board

October

October 9 | 12 noon

District Marketing Committee

October 14 | 3:30 pm

Planning & Infrastructure Committee

October 21 | 3 pm

Retail, Arts & Special Events Committee

October 16 | 3 pm

Public Safety and Parking Committee

October 28 | 4 pm

YCDC Board

November

November 4 | 3:30 pm

Planning & Infrastructure Committee

November 13 | 12 noon

District Marketing Committee

November 18 | 3 pm

Retail, Arts & Special Events Committee

November 20 | 3 pm

Public Safety and Parking Committee

December

December 2 | 4 pm

YCDC Board

December committee meetings will be scheduled as needed due to the holidays.

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

Walter Aye - *Chairman*

Veronica Swiatek - *Vice Chairman*

Michelle Cardamone -

Secretary/Treasurer

Gen. David J. Scott (Ret.) -

Immediate Past President

John Agliano

Manny Alvarez

Cathy Bartolotti

Richard Boom

Richard "Leon" Cannyn

Joe Capitano, Jr.

Joseph Citro

Fran Costantino

Victor Fernandez

Karen Goss

Jayne Kosar

Tony LaColla

Ariel Quintela

Dr. Shawn Robinson

Eric Schiller

Rich Simmons

Gene Siudut

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