



Tampa's National Historic Landmark District



# YBOR LEGEND

Spring 2014

## EXTENDED COURTYARD EXPANDS HORIZONS FOR THE CUBAN CLUB

Subtracting a walled-off alley can add up to new opportunities to host large outdoor events in Ybor City. The Cuban Club removed walls along an alley that separated the lots behind the social club and El Pasaje in April to create an enormous outdoor space that will hold approximately 4,000 people.

Tampa City Council agreed to abandon the alley in March since it was no longer functional. Turning over the alley to adjacent businesses allowed the Cuban Club to demolish the walls and its bandshell to combine two back-to-back lots into one large event area.

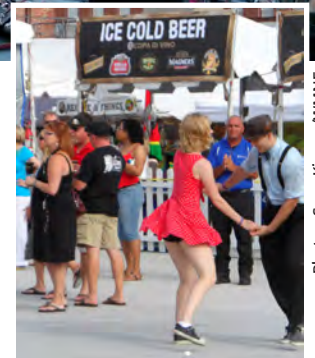
The giant courtyard – nearly double the previous size – can lead to new opportunities for the Cuban Club to host outdoor concerts and other large events.

WMNF's Tropical Heatwave, a popular annual music festival, was the first event held in the new space. With the expanded area and improved acoustics, the Cuban Club served as the main festival venue, hosting



headliner The Hold Steady and other acts on the main, albeit temporary, stage. A new standard stage will be constructed to attract more concerts to Ybor City.

Ybor City now has a venue to host up to 4,000 people for outdoor concerts and events. The Cuban Club's expanded outdoor courtyard served as Tropical Heatwave's main stage in May.



Photos: Sean Kinane/WMNF

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## PROPOSED PRIORITIES FOR 2015

The Ybor City Development Corporation's budget for fiscal 2015 has been proposed to City Council. The budget totals about \$2.2 million - approximately \$1.19 million from CRA 1 and around \$98,000 from CRA 2.

The YCDC Board determined the top budget priorities after gaining input from its four committees and from the community in a public meeting in March. CRA 1

priorities include district promotions, landscaping and signage, the Ybor ambassador program, special events and the façade program. CRA 2's top priority is the YES neighborhood cleanup project.

The 2015 budget is approximately five percent more than 2014, however, adjustments may be made as the final tax rolls are determined and City Council reviews the budget this summer.



## IMPROVEMENT GRANTS AWARDED



Two Ybor City buildings received grants to improve the front of their building's appearance. The grants reimburse building owners for up to half the cost of each business' anticipated costs, up to \$50,000, for exterior renovation, restoration and rehabilitation or landscape improvements.

The Ybor City Community Redevelopment Area (CRA 1) grantees are:

- HJGE Property Group rebuilt and replaced second floor windows and re-pointed the exterior brick façade of the El Encanto building, 1814 N. 15th St. The grant was approved in January and work on the 1904 building is complete.
- Demmi's Market on 7th, 1816 E. 7th Ave., received grant approval in May to restore the building's façade and redevelop the adjacent patio into an outdoor dining courtyard. The building owners will now work to finalize design and submit it for Barrio Latino Commission review.

Fiscal year 2014 grants totaled \$91,399. The fiscal year 2015 funding is anticipated to be \$100,000 for Ybor CRA 1, and the next cycle will open in July/August 2014.

## DISTRICT IMPROVEMENTS



## BUSINESSES ROOST IN YBOR CITY



Tampa Mayor Bob Buckhorn joins Lenny, Marco and Joe Cristino in celebrating the grand opening of [Cristino's Coal Oven Pizza](#) at 1701 E. 8th Ave.

A new art gallery is open in Ybor City. [Havana Arts](#), 1923 E. 7th Ave., features original art direct from Cuba.

Multidisciplinary architecture firm [Al Collaborative](#) is moving to the former Hoffman Porges Gallery at 1907 E. 7th Ave. from 1901 E. 7th Ave.

[Seven](#), 1726 E. 7th Ave, Suite 11, has moved to Ybor City from New Tampa. The firm specializes in marketing, public relations and event production.

[Coppertail Brewing Co.](#) is installing a brew house at 2601 E. 2nd Ave. The tasting room is expected to open in July.

[Cigar City Cider & Mead](#) will open a production facility and tasting room at 1812 N. 15th St. this summer.

Retailer [Ybor City Collectibles & Curiosities Shop](#) has opened at 1307 N. 22nd St.

[Tabanero Cigars](#) is rolling hand-made cigars at 1805 N. 22nd St.

[Pollo Garden](#) is serving Peruvian-style rotisserie chicken, ribs, sandwiches and salads at 1604 N. 17th St.

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Ybor City Development Corp. (YCDC) continues to update Ybor City's infrastructure and curb appeal with the Streetscape Improvements Program. As part of this program, the brick street and granite curb on 17th Street between 6th and 7th avenues was restored and the stormwater drain repaired in May 2014.





## LEGACY AWARDS TO HONOR THREE YBOR CITY SUPPORTERS

The Ybor City Museum Society's 30th annual Legacy Awards will honor three local visionaries for the lasting impact they've had on Ybor City. Don Barco, Anna Ramos and Jason Fernandez will be honored for their contributions to Ybor City at a brunch ceremony on Sunday, June 22 at The Columbia Restaurant.

Barco will receive the Vicente Martinez Ybor Award for his business contributions, which tie directly into Ybor's rich historical culture. Don and his wife Brenda have owned and operated King Corona Cigars, Café & Bar since 1998.

Ramos will be honored with the Anthony Pizzo Award for her passion to preserve Ybor's buildings and heritage. She has supported the Ybor City Chamber of Commerce over the past 17 years, along with many other organizations.

Fernandez will receive the Adela Gonzmart Award for his celebration of Ybor's cultural heritage. He is the proprietor of four Ybor City restaurants operating in repurposed historic buildings: Bernini of Ybor, Carne ChopHouse, Tequila's and Green Iguana Bar & Grill.



Ybor City Development Corp. won first place in the afternoon session of the Festa Italiana's Bocce Tournament on April 5. Walter Aye, Gene Siudut, Karen Gross and Joseph Citro represented YCDC on the winning team.

Upcoming events:

**June 22** – 30th Annual Legacy Awards Brunch

**July 19** – Ybor Chamber Pub Crawl

**Every Saturday** – Ybor City Saturday Market and Saturday Yoga In Ybor

Additional events can be found at [YborCityOnline.com](http://YborCityOnline.com).

## “SUMMER OF FUN” BEGINS JUNE 1

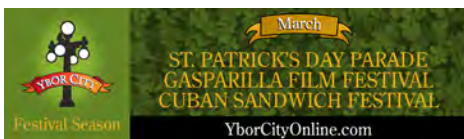


For the second straight year, historic Ybor City will kick start the season with a Facebook promotion designed to turn Summertime Blues into Summertime Green - money. Last year's "Summer of Fun" sweepstakes was a huge success, with more than 400 entrants vying for 50 prize packages from Ybor City merchants.

This year, the sweepstakes will extend from 10 weeks to 13 weeks starting June 1. All Facebook users need to do is "like" Facebook.com/YborCityTampa and fill out the short entry form to be eligible to win a prize package.

The real winners are Ybor City businesses. The sweepstakes provides participating businesses with additional visibility – more than 1,000 people viewed the contest page last summer – and prominent placement in Facebook ads and online banners that generated nearly half a million impressions last year.

## FESTIVAL SEASON DRAWS THOUSANDS



The 2014 Festival Season boogied into history with Tropical Heatwave on May 9 and 10. Not only was there an additional night, but this year's Tropical Heatwave debuted the expanded outdoor area at the Cuban Club and expansion to other venues along and near Seventh Avenue.

The spring campaign may be gone, but it's certainly not forgotten as thousands took advantage of the mild weather to sample all that historic Ybor City has to offer.

This year's Festival Season was expanded to four months, starting in February with the Krewe of Sant' Yago Knight Parade, Fiesta Day and Flan Fest. March featured the Rough Riders St. Patrick's Day parade, Gasparilla International Film Festival and Cuban Sandwich Festival. In April, district advertising featured two of Ybor City's longest-running special events – Festa Italiana and Ybor Aficionado Days.

As in past years, YCDC supported the festivals with advertising on multiple media, including digital billboards, radio spots and online banners. YCDC placed more than \$30,000 in paid media, in addition to "earned media" in the form of newspaper articles, television coverage, online posts and promotion on the district's website and Facebook Page.

Billboards alone generated nearly three million positive impressions for Ybor City. Radio and online delivered hundreds of thousands more.



## GRAB A SLICE OF YBOR CITY

"Ybor Flavors" TV show explores one of the country's most historic and culturally diverse neighborhoods, Ybor City. In the latest episode, host Veronica Swiatek gives viewers a taste of three Ybor City pizzerias: [Cristino's Coal Oven Pizza](#), [New York New York Pizza](#) and [New World Brewery](#).

Upcoming episodes will celebrate the 100th anniversary of Centro Asturiano and take viewers on a tour of Ybor's cigar rolling shops. Tune into "Ybor Flavors" on Bright House channel 615 and Verizon channel 15 or online at [YborCityOnline.com](#).

## SPECIAL EVENT GRANTS AVAILABLE

The Ybor City Development Corporation will accept Special Event Co-Sponsorship Program applications in July. The grant provides funding and promotional assistance to special events taking place in Ybor City from October 1, 2014 – September 30, 2015.

The program funding is \$65,000 for the 2015 funding cycle, an increase from \$50,000 in 2014. Download an application from [TampaGov.net/YCDC](#).



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

Bob McDonough  
*Administrator of Economic Opportunity*

YCDC Staff:

[Vince J. Pardo, Manager](#)  
[Brenda Thrower](#)  
[Corine Linebrink](#)

## YCDC MEETING SCHEDULE

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.

### June

**June 10 | 3:30 p.m.**

Planning and Infrastructure Committee

**June 12 | Noon**

District Marketing Committee

**June 17 | 3 p.m.**

Retail, Arts and Special Events Committee

**June 19 | 3 p.m.**

Public Safety and Parking Committee

**June 24 | 4 p.m.**

YCDC Board

### July

**July 8 | 3:30 p.m.**

Planning and Infrastructure Committee

**July 10 | Noon**

District Marketing Committee

**July 15 | 3 p.m.**

Retail, Arts and Special Events Committee

**July 17 | 3 p.m.**

Public Safety and Parking Committee

**July 22 | 4 p.m.**

YCDC Board

### August

**August 12 | 3:30 p.m.**

Planning and Infrastructure Committee

**August 14 | Noon**

District Marketing Committee

**August 19 | 3 p.m.**

Retail, Arts and Special Events Committee

**August 21 | 3 p.m.**

Public Safety and Parking Committee

**August 26 | 4 p.m.**

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

Walter Aye - *Chair*  
Veronica Swiatek - *Vice Chair*  
Michelle Cardamone - *Treasurer/Secretary*  
Gen. David J. Scott (Ret.) - *Immediate Past Chair*

John Agliano  
Manny Alvarez  
Don Barco  
Cathy Bartolotti  
Richard Boom  
Richard "Leon" Cannyn  
Joe Capitano, Jr.  
Joseph Citro  
Fran Costantino  
Mark Eary  
Victor Fernandez  
Karen Goss  
Jayme Kosar  
Tony LaColla  
Ariel Quintela  
Dr. Shawn Robinson  
Eric Schiller  
Rich Simmons  
Gene Siudut  
John Trujillo  
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