



Tampa's National Historic Landmark District



YBOR LEGEND

Winter 2014

NEW ROAD PAVES WAY FOR NEW DEVELOPMENTS



Streetscape improvements planned for 21st and 22nd streets include 87 five-globe streetlamps, more than 150 trees and 37 litter baskets. FDOT provided a conceptual rendering of the new streetscape.

A one-mile toll road that opened on Jan. 16 is expected to have a major impact on Ybor City. The Interstate 4 / Selmon Expressway Connector Project significantly improves travel between two major thoroughfares: I-4 and the Selmon Expressway.

More than 10,000 trucks per day now travel on the elevated toll road instead of local roads, including 21st and 22nd streets. The dust, debris and rumbling from trucks

has posed a threat to the historic buildings and made it uncomfortable for pedestrians in Ybor City.

With less traffic to support, the number of lanes on 21st and 22nd streets will be reduced from three to two. This lane reduction will create 32 new on-street parking spaces and a bicycle lane.

Sidewalks located along the two streets will become more pedestrian-friendly. Historic-style streetlamps, benches, litter baskets and more than 150 new trees are planned. Brick crosswalks will be added at intersections between state Route 60 and Columbus Drive.

Work is expected to begin in winter 2014. With additional parking and pedestrian-friendly walkways, new developments are expected in the east side of the historic district.

MARCHING THROUGH YBOR CITY

Ybor City hosted two successful annual parades in December: Snow on 7th holiday parade and the Outback Bowl New Year's Eve parade.



The Snow on 7th parade is the capstone event for the district's Historic Holiday Spirit event series. Tens of thousands watched Santa, Mayor Buckhorn, six City Council members, and 13 local high school marching bands parade down 7th Avenue while snow fell from rooftops and balconies.

Louisiana State University and the University of Iowa fans flocked to the New Year's Eve parade, which serves as a pep rally for the Outback Bowl game and a battle of the bands competition between the schools. Each university's football team, cheerleaders and marching band, along with floats and 15 high school marching bands from around the country, fired up football fans along 7th Avenue.

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STATE ECONOMIC INCENTIVE PROGRAM EXPANDS

A state program that has offered economic incentives to Ybor City businesses since 2005 has expanded to include other areas of Tampa and Hillsborough County.

The Enterprise Zone, geographic area targeted for economic revitalization, has grown from 3.1 square miles to nearly 16 square miles, including Palm River, Gibsonton, Riverview and additional neighborhoods within Tampa.

"It's based on poverty levels and unemployment levels," said Lynn Schultz, special project coordinator for the Hillsborough County Economic Development Department.

The program is designed to help businesses, especially existing small to mid-size companies, create and retain jobs. Schultz said businesses within the zone can qualify for tax credits and certain tax reimbursements. For example, if a zoned business hires someone who lives within that zone or any enterprise zone, the business can receive a 20 to 30 percent credit toward its state sales and use tax or its state corporate income tax for two years.

Businesses also can be reimbursed for the sales tax paid on major equipment purchases and on building improvement materials, up to \$10,000 on each purchase.

According to Schultz, several Ybor City businesses have taken advantage of the program. State incentives can be coupled with facade improvement grants offered by Ybor City Development Corp.

For more information visit HillsboroughCounty.org/EconDev.



NEW GROWTH IN DISTRICT



Mayor Bob Buckhorn joins proprietor Jason Fernandez and his family to celebrate the grand opening of Tequila's at 1613 E. 7th Ave. in November 2013. Photo credit: Joe Photo Tampa.

International food distribution company Al-Ashrafiya opened a local division, [AA-USA](#), in Ybor City. The food distribution, logistics and trading company operates at 1405 E. 2nd Ave.

[CORE Training & Consulting](#) moved to 1911 N. 19th St. from West Tampa. Founded in 2009, CORE is part of the Apple Consultants Network and offers onsite Macintosh support to residential and commercial users.

[Cristino's Coal Oven Pizza](#) has turned a former nightclub into a restaurant with a substantial renovation of 1701 E. 8th Ave. It is the second location for the Clearwater-based pizzeria.

Two new art galleries are open. [Casa de Lala](#) opened at 1901 E. 5th Ave. Artist cooperative [Wandering Eye Gallery](#) is located in Centro Ybor, Suite E-109.

[Ybor City Jazz House](#) adds to Ybor City's live music scene. The tri-level club at 1611 E. 7th Ave. books local jazz acts.

7-Eleven is coming to Ybor City. The national convenience store chain will open a location at 1535 E. 7th Ave. in spring 2014.

GET LISTED

Add or update your Ybor City business listing on YborCityOnline.com and help nearly 10,000 visitors per month find your business. Click 'Update Merchant Directory' on the left sidebar to submit changes or list a new business. It's a free benefit for operating within the historic district.

Maj. Gen. Dave Scott (Ret.) receives an Impact Award from the Tampa Bay Businesses for Culture & the Arts in October 2013. He was honored for bringing the Adamo Drive Mural Project to fruition and guiding the Ybor City Development Corp. as chairman of the Board of Directors in 2011-2013.



DISTRICT MARKETING SPREADS HOLIDAY CHEER

Historic Holiday Spirit co-chairman Mathieu Stanoch assessed the 2013 celebration as “fantastic, way beyond our expectations.” Attendance at the annual campaign’s two signature events, the Holiday Tree Lighting and the Snow on 7th Parade, was up “significantly,” from 2012 and feedback from Ybor merchants has been positive.

YCDC’s Marketing Committee supported the Historic Holiday Spirit events with multi-platform advertising and an aggressive media relations campaign.

Radio ads were developed to promote the two signature events within the season. In late November and early December, 120 radio spots on Magic 94.9 and Hot 101.5 reached an estimated 287,700 listeners.



Online ads on TampaBay.com, the Tampa Bay Times’ website, generated an estimated 81,000 impressions. Digital billboards placed along I-275 at Memorial Highway (facing motorists traveling east from Pinellas County) and I-4 at 50th Street (facing motorists traveling west into Tampa) targeted commuters into Hillsborough County.

Media relations outreach resulted in excellent coverage. Both daily newspapers, several community outlets

and many local television stations covered the tree lighting ceremony and/or the parade. Historic Holiday Spirit events were prominently mentioned in “Things to Do” sections.

The events were shared on the Discover Ybor City Facebook Page. Ads were resized and used for the cover photo, and information about events was regularly posted to the Page. Certain posts about the events reached more than 1,900 views.

SPRING INTO FESTIVAL SEASON



Savor the flavors of Ybor City during the 67th annual Fiesta Day, presented by the Ybor City Chamber of Commerce, on Feb. 22, 2014.

Spring marks the start of festival season in Ybor City. From food to films, there’s a festival for everyone.

Celebrate Ybor City’s ethnic heritage and culture at [Fiesta Day](#) on February 22 and [Fiesta Italiana](#) on April 3-6. Both festivals feature traditional food, entertainment and activities.

Local foodies will want to attend [Flan Fest](#) on February 22 and the Cuban Sandwich Festival on March 22-23. At Flan Fest,

more than 40 contestants will compete for “Top Flan in Tampa Bay.” The [Cuban Sandwich Festival](#) has expanded to two days following the success of the

2013 event. The events are held alongside the Ybor City Saturday Market.

If film is your passion, the [Gasparilla International Film Festival](#), March 19-23, celebrates the best independent filmmakers from around the world.

Upcoming festivals:

Feb. 22 - [Fiesta Day](#) and [Flan Fest](#)

March 6 - [Buildings Alive! Architecture Hop](#)

March 14 - [Rough Riders’ Pub Crawl](#)

March 15 - [Rough Riders’ St. Patrick’s Day Parade](#)

March 19 -23 - [Gasparilla International Film Festival](#)

March 22 & 23 - [Cuban Sandwich Festival](#)

April 3 - 6 - [Festa Italiana](#)

April 12 - [Ybor Aficionado Days](#)

May 9-10 - [WMNF’s Tropical Heatwave](#)

May 24 - 26 - [GaYBOR Days](#)

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

SHOW YOUR SUPPORT

Each year, Ybor City Development Corp. shares an authentic Ybor City experience with service members through its Cigar for Soldiers program. The program collects cigar donations and ships the packages to service members stationed overseas.

Visit the booth at Fiesta Day to learn more about the 2014 Cigar for Soldiers drive, or contact Bob Alorda at (813) 387-6777.



EXPLORE YBOR CITY

"Ybor Flavors" TV show highlights one of the country's most colorful neighborhoods. Join host Veronica Swiatek as she tours Ybor City events, landmarks, flavors and history.

In recent episodes, Swiatek shows Ybor City's holiday spirit during the Historic Holiday Spirit tree lighting ceremony and the annual Snow on 7th Holiday Parade. She also visits Tequila's grand opening celebration.



Host Veronica Swiatek interviews Mayor Bob Buckhorn during the holiday festivities.

Coming up, "Ybor Flavors" takes a taste tour of Ybor City. Swiatek will visit some of the pizzerias located in Ybor City.

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



**YBOR CITY
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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.

February

February 11 | 3:30 pm

Planning & Infrastructure Committee

February 13 | 12 noon

District Marketing Committee

February 18 | 3 pm

Retail, Arts & Special Events Committee

February 20 | 3 pm

Public Safety and Parking Committee

February 25 | 4 pm

YCDC Board

March

March 11 | 3:30 pm

Planning & Infrastructure Committee

March 13 | 12 noon

District Marketing Committee

March 18 | 3 pm

Retail, Arts & Special Events Committee

March 20 | 3 pm

Public Safety and Parking Committee

March 25 | 4:00 pm

YCDC Board

April

April 8 | 3:30 pm

Planning & Infrastructure Committee

April 10 | 12 Noon

District Marketing Committee

April 15 | 3:00 pm

Retail, Arts & Special Events Committee

April 17 | 3:00 pm

Public Safety and Parking Committee

April 22 | 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.) –
Immediate Past Chair

John Agliano
Manny Alvarez
Walter Aye
Don Barco
Cathy Bartolotti
Richard Boom
Richard "Leon" Cannyn
Joe Capitano, Jr.
Michelle Cardamone
Joseph Citro
Fran Costantino
Mark Eary
Victor Fernandez
Karen Goss
Tom Keating
Judy Kelly
Jayme Kosar
Tony LaColla
Dr. Shawn Robinson
Rich Simmons
Gene Siudut
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