



Tampa's National Historic Landmark District



YBOR LEGEND

Spring 2012

PUBLIC ART PROJECT MAKING PROGRESS

An ambitious project along Ybor City's south entrance is becoming a reality. The first steps in the Adamo Drive Mural Project – a 35 by 360-foot mural depicting the culture, heritage and vitality of Ybor City – are complete.

Loose paint and debris was removed from the surface using a vapor-blasting technology loaned by Corrosion Specialties, Inc. A primer, then a base coat of acrylic paint, will be applied before mural painting begins.

Artist Michael Parker hosted community forums and used online tools to gather ideas for the image. The image will be presented to the Barrio Latino Commission on April 17. The mural is expected to be complete in July 2012.



Artist Michael Parker and Hillsborough Community College - Ybor Campus students will paint the mural on the Fabricated Products building at Adamo Drive and 17th Street. Visit YborArtProject.com for more information.

YBOR CITY SPRUCING UP FOR RNC

The City of Tampa's beautification projects for the Republican National Convention will include Ybor City. Several improvements are planned which include new trees, sidewalk and paver repairs, common area and parking lot landscaping, gateway beautification as well as a special city wide clean up effort.

Ybor City Development Corporation is working with the City's Parks and Historic Preservation departments on a master plan for the type and

location of the new trees. While some of the trees will be palm, the City is reviewing other tree types like olive, purple leaf plum and crape myrtle. The Barrio Latino Commission will review the master plan. Once approved, a three block test area near Fernando Noriega, Jr. Parking Garage will be completed. Most of the trees are expected to be in place before the RNC begins in late August.

In addition, the YCDC Retail, Arts and Special Events Committee is working with local venues and artists on improving Ybor storefronts as well as coordinating with the RNC Host Committee on district wide decorations to welcome visitors to Tampa's National Historic Landmark District.

INSIDE

Ybor City Businesses Thrive	2
Ybor City Sends Cigars to Soldiers.	2
Flavors TV.	3
Heatwave in The Forecast	3
Drawing New & Repeat Visitors	3
Your Merchant Benefits	4
Upcoming Meetings	4
Ybor City's Hollywood Boulevard	4



Like Us on 
Facebook.com/YborCityTampa



 VISIT US AT
YborCityOnline.com

YBOR CITY BUSINESSES THRIVE

Ybor City continues to be a popular place to do business! [USAmeriBank](#) is the most recent addition to the business community. It opened this month after renovating the former Columbia Bank building at 2028 E. 7th Avenue. [Connelly, Carlisle, Fields & Nichols](#), a Clearwater-based insurance company, occupies the building's second floor.

The renovation of the historic Ferlita Macaroni Factory is complete, and [TMD Windows & Doors](#) has moved into their building at 1609 22nd Street. Ken Ferlita, grandson of the original owners, assisted with the restoration and design.

[The James Joyce Irish Pub](#) relocated from 7th Avenue to a larger location at 1724 8th Avenue, along the TECO Streetcar line.

Coming soon:

[Carne Chophouse](#), a new restaurant from [Bernini of Ybor](#) owner Jason Fernandez, is scheduled to open in Centro Ybor in April.

[College Hunks Hauling Junk](#), a national franchise company, is relocating to Ybor City this summer. The Ybor City headquarters will also serve as a training facility for 350 employees around the country.



Ferlita Macaroni Factory in 1929 and today as TMD Windows & Doors



Mayor Bob Buckhorn joined Element Engineering Group President Derek Gil, Vice President Don Beyer and Senior Designer Kacy Curry in celebrating the firm's move to larger office space.

YBOR CITY SENDS CIGARS TO SOLDIERS

Ybor City is nationally renowned for its cigars, and local cigar aficionados wanted to find a way to express their gratitude to hard-working service men and women and share a piece of Ybor City.

In 2010, Ybor City Development Corporation launched Cigars for Soldiers to collect cigar donations from cigar merchants, event organizers, residents and visitors, and partnered with the Ybor City Museum Society's annual Ybor City Heritage & Cigar Festival.

Through generous donors, the Cigars for Soldiers program collected more than 2,000 cigars in its second year. Companies stepped forward to donate t-shirts, hats, Pinup America magazines and humidity travel packs for cigar freshness. To participate in the 2012 drive, please contact Bob Alorda at (813) 387-6777 or find out more at [YborCityOnline.com](#).



Volunteers assembled the care packages for shipping to U.S. Armed Forces serving overseas on January 17, 2012.

FLAVORS TV

"Ybor Flavors", City of Tampa's television show, celebrates its 24th episode in April!



Host Veronica Swiatek highlights one of the country's most colorful neighborhoods by touring Ybor City events, landmarks, flavors and history.

In the April episode, Swiatek explores the 15th Annual Festa Italiana, held March 29 - April 1. Past episodes have included a tour of the newly-reopened [Hoffman Porges Gallery](#), behind-the-scenes look at the Ferlita Macaroni Factory renovations and sampling menu items from [Bernini of Ybor](#).

"Ybor Flavors" airs regularly on Bright House channel 615 and Verizon channel 15. Watch the episodes online at [YborCityOnline.com](#).

HEATWAVE IN THE FORECAST

One of the many signature events held in Ybor City is [WMNF radio's Tropical Heatwave](#). The music event features more than 60 bands on 13 stages in 12 hours. Street festival on 9th Avenue offers music fans delicious food and local art and crafts.

As part of the 31st annual Heatwave, Loafin' in the Park, a free quarterly concert series, launches in Centennial Park.

Starting in May, the weekly Ybor City Saturday Market changes its hours to 9 a.m. - 1 p.m. The shorter hours run until September.

More upcoming events:

- April 14** - Lion's Eye Institute's 5K Race for Sight
- April 14-15** - Ybor Chamber of Commerce's Ybor Aficionado Days
- April 20** - Hillsborough County Property Appraiser's 5K Run for Shelter



More than 13,000 people attended Festa Italiana's four days of events during the 2012 celebration.

- May 5** - Art on 19th Street
- May 12** - WMNF Radio's Tropical Heatwave
- May 12** - Loafin in the Park, a new quarterly music festival
- May 19** - Quest for Hope Scavenger Hunt
- May 26** - Cuban Sandwich Festival at Ybor City Saturday Market

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

DRAWING NEW & REPEAT VISITORS TO YBOR CITY



Digital billboards are used to highlight select major annual events in the district.

The Marketing Committee is working with the City of Tampa's Public Affairs department to invite local journalists to experience Ybor City and update them on the events and new businesses in Ybor City.

Ybor City Development Corp. Marketing Committee's goal is driving business to Ybor City. YCDC is working with Mercury Productions to create a positive, unified image of Ybor City and promoting business and tourism in the historic district.

Over the past year, advertising has been placed online and on radio, which is cost-effective. The ad messages are seasonal, and change monthly. The November Ybor City staycation giveaway, promoted with three local radio stations, drew more than 10,000 viewers to the contest page.

In addition, Ybor City Development Corp. is now on [Facebook](#)! Ybor City businesses are encouraged to post events, specials and news on the page.



YOUR MERCHANT BENEFITS

Ybor City Development Corp. is working hard to bring more people to Ybor City to live, work, relax and play.

Exciting Promotions

In March, Ybor City advertising focused on the arts – music, architecture, art galleries & performing arts – and the ads appeared online and played on Magic 94.9 and 97X radio stations. More than 2,000 visited the Arts web page on YborCityOnline.com to learn about the arts events and Ybor City establishments involved in the arts.

April's promotion is [Ticket to Dine](#) which offers half-off TECO Line Streetcar tickets and dining specials. Attend the YCDC Marketing Committee meetings on the third Thursday of each month at noon to learn how to participate in the promotions.

Merchant Directory

Ybor City Development Corp. maintains a directory of all Ybor City businesses at [Ybor CityOnline.com](http://YborCityOnline.com). Help keep it current by clicking on the '[Update Merchant Directory](#)' on the left to send any changes or additions.

UPCOMING 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.

April 10 | 3:30 p.m.

YCDC Planning & Infrastructure Committee Special Meeting

April 11 | 9 a.m.

YCDC Retail, Arts and Special Events Committee

April 19 | 12 p.m.

YCDC District Marketing Meeting

April 19 | 3 p.m.

YCDC Public Safety and Parking Committee

April 24 | 4 p.m.

YCDC Board Meeting

May 8 | 3:30 p.m.

YCDC Planning and Infrastructure Committee

May 16 | 9 a.m.

YCDC Retail, Arts and Special Events Committee

May 17 | 12 p.m.

YCDC District Marketing Meeting

May 17 | 3 p.m.

YCDC Public Safety and Parking Committee

May 22 | 4 p.m.

YCDC Board Meeting

YBOR CITY'S HOLLYWOOD BOULEVARD

Like the stars along Hollywood Boulevard, become a part of Ybor City's history. Engrave a special message or commemorate a milestone in a "Walk of Fame" sidewalk paver along 7th Avenue, named one of America's Great Streets.

Pavers are \$80 and proceeds support YCDC, Inc. Visit YborCityOnline.com see the locations and download the application.



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 McDonough
Administrator of Economic Opportunity

YCDC Staff:

[Vince J. Pardo, Manager](#)

[Brenda Thrower](#)

[Corine Linebrink](#)

BOB BUCKHORN MAYOR

Community Redevelopment Area (CRA) Board

Frank Reddick - *Chair*
Mary Mulhern - *Vice Chair*
Yvonne Yolie Capin
Harry Cohen
Charlie Miranda
Lisa J. Montelione
Mike Suarez

Meeting Location:

Tampa City Council Chambers,
City Hall
315 East Kennedy Boulevard

Time: 9:00 a.m.

Dates: Apr. 12, May 10

YCDC Board of Directors

Gen. David J. Scott (Ret.) - *Chair*
Walter Aye - *Vice Chair*
John Doble - *Secretary*
Michelle Cardamone - *Treasurer*
Joe Amon - *Immediate Past Chair*
Manny Alvarez
Joe Capitano Jr.
Jarrod Cole
Fran Costantino
Ken Cowart
Kenneth Garcia
Karen Goss
Kim Headland
Elaine Illes
Tom Keating
Tony LaColla
D. Stephen Moss
Bonnie Plumtree
Sam Reiber
Dr. Shawn Robinson
Jack Rodriguez
Gene Siudut
Angelo Spicola
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