



Tampa's National Historic Landmark District

YBOR LEGEND

Summer 2012

HUNGRY FOR THE TITLE

Miami objected when the Cuban sandwich was named the city's official sandwich. On May 26th, the Cuban Sandwich Festival, promoted by Jolie Gonzalez and Victor Padilla with the Latin Times settled the debate.

Twenty-six contestants entered the "Best Cuban Sandwich" competition. Two Ybor City restaurants placed in the top three: [Gaspar's Grotto](#) placed first in the non-traditional category and [Stone Soup Company](#) placed second in the traditional category.

Councilperson Yolie Capin was the master of ceremonies and judges included Mayor Bob Buckhorn, Police Chief Jane Castor, City Council members Mike Suarez and Harry Cohen, [Columbia Restaurant](#) Casey Gonzmart, State Representative Janet Cruz, [Ybor City Development Corp.](#) manager Vince Pardo, Audet Productions founder David Audet, and many others. To settle any disputes, Steve Otto served as the festival's official Czar.



Ybor City cigar workers ate what was originally called the mixto. The mixto was transformed into the Cuban sandwich when the Sicilians added Genoa salami.



Gaspar's Grotto owner Shere Schiller and events manager Denise Greno with their first place award for non-traditional Cuban. Stone Soup proprietor and chef Ilya Goldberg accepts the second place award in the traditional category.

STOREFRONT ENHANCEMENT PROJECT

The YCDC Retail, Arts and Special Events Committee is enhancing the appearance of vacant or underutilized Ybor City properties through the Storefront Enhancement Project. The project partners property owners with local artists to create appealing (and temporary) window designs.

The project aligns with the work of Hello Walls, an effort started by Paul Guzzo and Elio Lopez to highlight significant buildings and familial connections to Tampa history. Guzzo, Lopez and the Arts Council of

Hillsborough County will identify the artists and funding sources for the Ybor City storefront projects.

The committee is currently focusing its efforts on high pedestrian traffic areas near 7th Avenue. Joe Howden, David Audet and Vince Pardo have confirmed participation for eight locations and are working on several additional properties. The storefront of [Island Flowers](#), 1520 E. 7th Avenue, is expected to be the first completed project.

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FAÇADE IMPROVEMENT GRANTEES NAMED



Four Ybor City buildings received grants to improve the appearance of the front of their buildings. The grants totaling \$70,000 would pay for up to half the cost of each business' anticipated costs for exterior renovation, restoration and rehabilitation or landscape improvements.

Priority is given to historic properties and those located along 7th Avenue. Ybor City Community Redevelopment Area (CRA 1) grantees are:

- [The Ritz Ybor](#), 1503 E. 7th Avenue
- Building at 1430 E. 7th Avenue, with [Czar club](#) and Zoya lounge
- [The Castle](#), 2004 N. 16th Street
- The Roal building, home to [Stone Soup Company](#), [Wilder Architecture](#) and others, at 1517 E. 7th Avenue

The maximum amount awarded for a single building each grant cycle is \$50,000.

YBOR CITY BUSINESSES OPEN, EXPAND



USAmeriBank CEO Joe Chillura, assistant branch manager Milly Suarez, City of Tampa administrator of economic opportunity Bob McDonough, USAmeriBank community affairs director Manny Alvarez, Connelly, Carlisle, Fields & Nichols partner Mike Devereux, USAmeriBank branch manager Shari Middleton, and retail banking administrator Gene Evans celebrate the opening of USAmeriBank's Ybor City branch.

Commercial activity is heating up in the historic district. Several new businesses have moved into Ybor City, while others are expanding.

Miami-based law firm [Farrell & Patel](#) opened an office at 2211 E. 7th Avenue. The firm is actively involved in pursuing claims related to the BP oil spill in the Gulf of Mexico.

The military-themed bar [The Bad Monkey](#) opened at 1717 E. 7th Avenue. Designed by veterans, the bar has a full-size P-40 Warhawk in the wall and artillery shells serving as beer taps.

Expansions

Florida's oldest restaurant grows again. [The Columbia Restaurant](#) opened a café in [Tampa International Airport](#)'s concourse E, allowing more than 46 million annual passengers to get a taste of Ybor City.

[The Laughing Cat](#) recently added outdoor seating to its 165-seat restaurant at 1811 N. 15th Street.

[Carne Chophouse](#) will celebrate their grand opening on June 19th with a ribbon cutting ceremony at Centro Ybor, 1536 East 7th Avenue.

BUSINESS WATCH PROGRAM



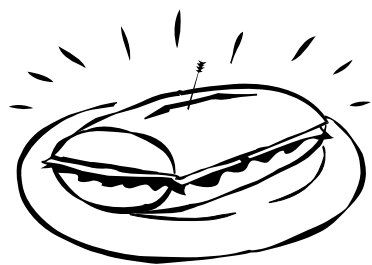
The Ybor City Business Watch program, launched last December, continues to grow and today over 185 business have signed up and received their YCBW sticker! The YCBW is a partnership between Tampa Police Department and the Ybor City merchants to prevent crime in the historic district through education, awareness and good communication. While crime in Ybor City has been down over 60% over the last decade, this new watch program allows law enforcement to work smarter with businesses to continue the trend. For more information on the program, please contact Officer Sean Mahabir, Ybor City Community Officer at 813-480-1272.



ARTS ALIVE IN YBOR CITY

The [Cuban Sandwich Show](#) returns to Ybor City in August! The show celebrates art in every form – visual, spoken word, music – all focused on Tampa and its past, present or future. Curator David Audet planned many events throughout the month, including [Animals & Art](#) at [Gaspar's Grotto](#) on August 4 and lectures on Tampa's culinary roots on August 11.

The invitational visual arts exhibit of the Cuban Sandwich Show runs August 3 - 31 at [Hillsborough Community College's](#) Ybor City campus art gallery. Join the artists for the opening reception on August 3 from 7 - 9 p.m.



Cuban Sandwich Show

AUGUST 1-31 | 2012
All Art | All Tampa | No Mayo

[Singing Stone Gallery](#) will open a new exhibit, "Handmade in America," on July 4. It features American handmade fine art and contemporary craft, which is rich in traditions and expresses regional craft artisans' contributions to America's cultural heritage.

More upcoming events:

June 18-22 - [Campo Italiana](#)

July 7 - Art on 19th Street

July 8 - [Gaspar's Grotto](#) Beach Bash

July 14 - Arts & Eats: Ybor City Art Walk

July 12 & 19 - Archaeology & Coffee in the Park

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

YBOR CITY HAPPY HOUR



Ybor City Development Corp. is actively working to bring more people to Ybor City to live, work, relax and play. In June and throughout the summer, existing happy hour deals offered by Ybor City restaurants & bars will be highlighted in YCDC advertising.

Radio and online ads will drive traffic to the landing page, which lists the special food & drink prices during happy hour. Visit

[YborCityOnline.com](#) to view the specials available around the district.

If you'd like to include your restaurant or bar, please contact Brenda Thrower with information about your specials. There is no cost to participate.

Attend the YCDC Marketing Committee meetings on the third Thursday of each month at noon to learn how to participate in upcoming promotions.

BIG ART

Progress is being made on the [Adamo Drive Mural Project](#). In mid-June, scaffolding will cover the south wall of Fabricated Products' building to allow the artists to add grid lines to the wall. The grid lines guide the artists in reproducing a small design into a 35 by 360-foot artwork without distorting the image.

Lead artist Michael Parker will unveil the design in the near future. The design was created based on community input gathered through workshops, discussions and online comments.


Parker and a team of artists will begin painting in July. This exciting project is a public private partnership between the Ybor City community and City of Tampa's Public Art program. For more information, [YborArtProject.com](#).

GET LISTED

Ybor City Development Corp. maintains a directory of all Ybor City businesses at [YborCityOnline.com](#). Check your listing to see if it's accurate and help more than 3,000 people each month find out about things to see and do in Ybor City.

Help keep the merchant directory current by clicking on the 'Update Merchant Directory' on the left to send any changes or additions. There is no fee associated with being listed – it's a benefit of operating in Ybor City!

MERCHANTS:
Add or Update Your
Directory Listing
START NOW

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TASTE OF YBOR CITY

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

In the June episode, Swiatek samples the contenders for Best Cuban Sandwich at the first Cuban Sandwich Festival. In upcoming shows, Swiatek will highlight businesses opening and expanding in Ybor City.

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



Behind the scenes of "Ybor Flavors:" show host Veronica Swiatek and Ybor City Development Corp. economic development specialist Brenda Thrower take a break from filming to test some of the "Best Cuban Sandwich" contest entries.

UPCOMING YCDC 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. Meetings are subject to change.

June

June 13 | 3:30 p.m.

Planning & Infrastructure Committee

June 20 | 9 a.m.

Retail, Arts and Special Events

June 21 | 3 p.m.

Public Safety and Parking

June 26 | 4 p.m.

YCDC Board Meeting

July

July 10 | 3:30 p.m.

Planning and Infrastructure Committee

July 18 | 9 a.m.

Retail, Arts and Special Events

July 19 | Noon

District Marketing Committee

July 19 | 3 p.m.

Public Safety and Parking

July 24 | 4 p.m.

YCDC Board Meeting

August

August 14 | 3:30 p.m.

Planning and Infrastructure Committee

August 15 | 9 a.m.

Retail, Arts and Special Events

August 16 | Noon

District Marketing Committee

August 16 | 3 p.m.

Public Safety and Parking

August 21 | 4 p.m.

YCDC Board Meeting



YBOR CITY
DEVELOPMENT CORPORATION

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

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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: Second Thursday of the month

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