

State of the City

Tampa, Florida • April 2006-March 2007



Tampa is a dynamic, captivating city - constantly changing and moving forward. As we reflect on this past year we continue to see progress in all areas of our community. From downtown to East Tampa, West Tampa to New Tampa we are seeing investment and redevelopment - a changing landscape that will shape our future - a transformation of our vibrant city that will enhance our community for generations to come.

Mayor Pam Iorio, State of the City Presentation 2007



Progress in Neighborhoods

Through a continued partnership with the community, the **Tampa Police Department** announced another drop in the crime rate. This year the crime rate was reduced **9.4 percent** – bringing our total reduction to **36 percent** over the last four years.

The new **\$1.65 million Cordelia B. Hunt Community Center** opened at Al Lopez Park. The 11,000-square foot facility, funded through the Community Investment Tax, includes a multi-purpose room, kitchen, computer lab, arts and craft room, fitness room, conference room and game room.

After being closed for five months, **Ballast Point Park** reopened with **\$500,000** in new renovations. The park, which dates back to Tampa's earliest days, now has walkways along the water, a new picnic shelter, enhanced landscaping and space-themed equipment in the children's play area.



A retired fire station was redesigned and transformed into **Education Station**, a place where children can learn valuable safety lessons in a fun, interactive environment.

Construction began for the **\$6.9 million Cross Creek Boulevard** road-widening project. The project includes two additional lanes on the south side of Cross Creek Boulevard, installation of additional sidewalks, three new traffic signals, grass medians and a wastewater force main.

Since November 2005, the city has created four new **neighborhood parks** from vacant lots: Aids Memorial Park, East Ybor Park, MacDill Park and USF Park. A fifth park, in memory of community activist **David E. West**, was created on a six-acre stormwater facility. It features a mulch-jogging path, play equipment, swings, picnic tables and benches.

In a continued effort to provide recreational amenities to New Tampa residents, a new soccer field was opened at **New Tampa Community Park** bringing the total to five soccer fields at the 40-acre park.

Installation of 580 linear feet of stormwater pipe and inlets for the **Roland Street and Hubert Avenue Stormwater** project was completed relieving street and yard flooding in the neighborhood.

The resurfacing project for **MacDill Avenue**, from Bay to Bay Boulevard south to Hawthorne Road, was completed at a cost of **\$200,000**.

A new **dog park** opened within **Rowlett Park** providing an off-leash area for Tampa's four-legged residents. The **largest dog park in Tampa**, the 1.75-acre area features agility equipment for both large and small dogs.

The installation of 1,300 linear feet of stormwater pipe and inlets completed Phase II of the **West Tampa Elementary School Stormwater Improvements** project. The cost for Phase II was **\$630,000** and it

was funded through the Stormwater Fund. The final phase, Phase III, broke ground and construction to install 2,000 linear feet of stormwater pipe is underway and includes the restoration of the brick streets.

The **Ybor-Nuccio Stormwater project**, completed in September, replaced 350 linear feet of failing brick arch culvert and an undersized pipe with a new concrete box culvert. The **\$620,000** improvement project relieved street flooding on 6th Avenue and Nuccio Parkway and the Trolley Barn building.



The **Neptune Street Stormwater Reconstruction** project, which will install 3,000 linear feet of stormwater pipe and inlets under Neptune Street from Grady Avenue to Manhattan Avenue, is underway. The improvements, a **\$1.63 million** investment, will replace an existing stormwater system that is

structurally deficient and beyond repair.



Construction began on **Segment B of the 40th Street road widening project**. The **\$25.1 million** segment extends from Hanna Avenue to Hanlon Street and includes roadway, stormwater, water and wastewater improvements as well as street lighting, sidewalks, landscaping and a new bridge structure.

The **Ybor City Outfall – 15th Street Drainage Improvement** project broke ground. The **\$2.73 million** project will upgrade the existing stormwater service system and help alleviate flooding in the neighborhood.

The **Tampa Bay Boulevard and Lois Avenue** roundabout project improved traffic flow while enhancing safety for both motorists and pedestrians. This project was done in cooperation with Hillsborough Community College, who donated the land for the project which cost **\$893,000**.



The new **traffic signal at Whiting Street and Franklin Street** was installed to improve overall safety and create a more pedestrian friendly environment downtown. Improvements included traffic signal installation, count down pedestrian signals, new pavement markings.

From North Boulevard to 40th Street, **37 blocks of Bougainvillea Avenue** were resurfaced. The project, costing **\$457,000**, was funded by gas taxes and included restructuring of roads in some areas.

The **\$9.3 million Manhattan Avenue** project reached a milestone in February as the southbound lanes were completed and construction began on the northbound lanes. Once finished, this portion of Manhattan Avenue will be converted from a two-lane to a five-lane

urban roadway. The project includes the installation of medians, landscaping with irrigation, sidewalks, bike paths, street lighting and two stormwater retention areas.

The **Twiggs Street Conversion** project, the second of four streets slated to be changed from one-way to two-way traffic flow, is underway. The **\$872,000** conversion includes decorative crosswalks at five major intersections, resurfacing, retrofitting the traffic signal systems with count down pedestrian displays, replacing traffic signs, reconfiguring parking spaces and meters, installing destination signage and new pavement markings.

The **Paxton Avenue Stormwater** improvements project relieved street, yard and house flooding for residents in the surrounding neighborhoods. The **\$1.4 million** project which installed 1,900 linear feet of stormwater pipe and inlets was funded by the Stormwater Fund.

Construction began on the **\$3.7 million New Tampa Community Park Recreation Center**. The new center will house a 12,500

square-foot gymnastics area, full apparatus gymnastic equipment for all competitive Olympic events, a large multipurpose room, a snack bar, a gymnastic viewing area and a covered deck.



Started in 2005, **Walking with the Mayor** continues to attract hundreds of people to take a walk in the park. Held each March and October at Al Lopez Park, the free fitness walk encourages residents to incorporate additional physical activity into their lifestyles.

Progress in Customer Service

The restructuring of several departments now allows the city to put forth a more focused emphasis on economic and urban development, growth management, technology and long-range planning. The **reorganization plan** was presented at City

Council highlighting the new departments.

The City of Tampa continues to meet the increasing demands for service with the addition of a new **\$160,000 Advanced Life Support ambulance** at Station 9 in **West Tampa**. **Nine new positions** were created within Tampa Fire Rescue to staff Rescue 9 with annual salary costs estimated at **\$526,000**.



The **city's bond rating** was upgraded by three main rating agencies which results in lower borrowing costs in the future. The upgrades recognize the positive financial health of the city including institutionalization of reserve policies.

The **Tampa Convention Center** received one of the hospitality industry's most prestigious awards, "**2006 Top 25 Planners' Choice Award**" by the industry magazine *Meeting News*. Meeting planners nominated the center for delivering superior service

to both meeting planners and attendees.

Tampa Fire Rescue received a **\$404,000 grant** from the Department of Homeland Security's Assistance to Firefighters Program and used an additional \$101,000 in local taxpayer funds to purchase a video conferencing system for training. Estimates on **savings** since the implementation of the system include \$4,000 in fuel costs; 14,000 miles on vehicle wear; and 5,000 additional hours when personnel and emergency equipment remained in their stations.

Progress in East Tampa

The **\$2.3 million Lake Avenue Enhancement Project**, from 22nd Street to 29th Street, was initiated and is nearing completion. The improvements include pedestrian streetscape and roadway improvements, landscaping and irrigation, enhanced crosswalks, sidewalks, parallel parking, decorative traffic signals, pedestrian lighting and decorative art features.



Construction of the Tampa Police Department's **District III** facility is moving toward completion. The **\$9.2 million** building will provide 18,000 square feet for the Tampa Police Department and an additional 2,000 square feet for East Tampa Development and Community Lending.

Construction of the 10,000 square-foot community center at **Cyrus Greene Park** was completed. The **\$2.1 million** facility has a multi-purpose room, computer lab, dance room, game room and kitchen.

The new **\$567,000** activity center at **Highland Pines Park** was funded through the Community Investment Tax. The 3,000 square-foot facility includes a multi-purpose room, office and kitchenette.

The **Meridian Pointe** apartment community celebrated their opening in October. This redevelopment

project was accomplished through a partnership with the city, the Housing Finance Authority of Hillsborough County, the CDC of Tampa Inc., and the Richman Group of Florida Inc.

Fastlane Clothing, the first private enterprise to utilize the Brownfield Assessment Grant in East Tampa, started construction on their new facility. The city awarded Fast Lane a Community Development Block Grant to acquire the property for the \$1 million building.

Over **80 blocks in the Grant Park neighborhood** were repaired and resurfaced. Funded by tax increment revenue generated from the East Tampa CRA, the project cost **\$300,000**.

The City of Tampa purchased the **Gene's Bar** property for **\$200,000** in an effort to help reduce problems in the area. The city will work with citizens to develop the property for the benefit of the neighborhood.



Progress in Economic Development

Heidt & Associates, a civil engineering firm, chose **Ybor City** as the new location for their corporate headquarters. Once completed, the four-story brick building will include 53,000 square feet of office space and a separate 2,200 square-foot vehicle maintenance facility.

In partnership with the county, the city created the **Central Park CRA and associated TIF**; a 30-year plan that will serve as a blueprint to stimulate growth in the area. Following the creation of the CRA, the City Council approved the **rezoning of Central Park Village**, a partnership between the city, the Housing Authority and Bank of America.

A groundbreaking was held for the **Chester H. Ferguson Law Center** which will be adjacent to the Stetson University College of Law Campus in **Tampa Heights**. The new facility will be home to the Hillsborough County Bar Foundation and

the Hillsborough County Bar Association.

Construction for the **Franklin Street Lofts**, located **downtown**, started in June. Once completed, it will bring **four luxury lofts** to the urban center of our city.

Three affordable single family homes on **West Palmetto Street** were completed through a partnership with the West Tampa Community Development Corporation, Local Initiatives Support Corporation, Shimberg Center for Affordable Housing, and the Sebastian Design Group. The city provided the three lots, valued at \$10,000 each, and 100 percent of construction financing on a deferred payment basis to be paid at the time of sales closing on each home.

In July, City Council approved **The Heights** Development Agreement, a **2,000 residential unit** master-planned urban neighborhood.

The **Boulevard Condos** will add **346 units** as well as 5,000 square feet of retail space along Kennedy Boulevard.

North Hyde Park City Homes broke ground in July. The City Homes, located at North A Street and Albany Avenue, will bring **16 luxury units** to the neighborhood.

Wilson Miller executives moved into their new offices, the historic Seidenburg & Co. Building/Havana-American Cigar Company and former Ybor City Brewing Company building. A significant renovation was completed in accordance with state and local preservation standards to convert the building that now houses 120 employees in their new **Ybor** office.

Tre Amici at the Bunker, a new **Ybor City** coffee bar in the heart of the Ybor City Museum's Casitas Project on 19th Street, celebrated its grand opening in September. The renovated, historic brick structure was relocated nearly seven years ago from the 15th Street garage site.



Chancey Design Partnership, an architecture and interior design firm, broke ground on their new office building. The company which will be located on 7th Avenue in **Ybor City** will bring 55 new jobs to Tampa.

In November, the family-owned and operated **Tampa Bay Brewing Company** celebrated the relocation of their new **Centro Ybor** site.

A groundbreaking was held in January for the **Channel District's** only residential rental property, **Seaport Channelside**, a mixed-use development with **426 residential** units and a neighborhood retail project. The concept for the project, located on the corner of 12th Street and Twiggs Avenue, creates a downtown urban feel within the central core of the development.



The **Centro Español de West Tampa** was built in 1912 and served as the social

center for the community. The City of Tampa took ownership of the historic building in January to ensure that the facility continues to remain a community asset for the West Tampa area.

Batson-Cook Construction, a Georgia-based construction company with a regional office in Tampa, held an official topping out ceremony for the **Towers of Channelside**. The condominium complex, located at 1103 Cumberland Avenue will soon house **257 residential units**.

Bush Ross, P.A. broke ground on their new 34,000 square-foot office complex in **The Heights Community Redevelopment Area**. The law firm, located one block north of Stetson Law School, is one of the exciting new additions to the Tampa Heights community.

The new **Las Ybor City Home** is a five-story condominium project that was completed in November. The building houses **12 residential units** and one commercial unit and is located at Fourth Avenue and 17th Street in historic **Ybor City**.



The **Element** high-rise condominium complex on **North Franklin Street** broke ground. The 35 story development will house **395 residences** and 15,500 square feet of retail space.

Progress in the Arts

The **Tampa Pops in the Park** concert series continues to bring music to Tampa's neighborhoods. The popular concert series continues through the generous support of community partnerships.



The City of **Tampa's Public Art Program** commissioned artist **Lynn Ash** to create a large painting that would weave together many of the notable aspects of Tampa's

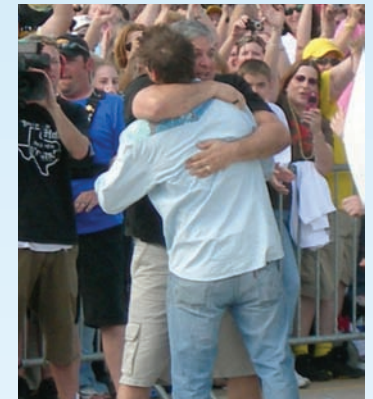
unique character and identity. The end result, **The Story of Tampa**, is a visual celebration of the city and its people. The collage of nearly 200 vignettes, portraits, and images was installed in the lobby of the Tampa Municipal Office Building.

Local artist Janet Echelman was selected for the final installation of **Lights On Tampa 2006**. The project was installed in the under hang of the Poe Parking Garage in November and will remain for six months. **Lights On Tampa** is biennial and returns again in January 2009.

The site for the new **Tampa Museum of Art** was established and architect Stanley Saitowitz of San Francisco has been selected to design the new facility. The new museum will be located in Curtis Hixon Park, adjacent to the Poe Garage overlooking the Hillsborough River in **downtown** Tampa.

The film industry comes to Tampa and gives a family back their home. With over 300 volunteers, **Extreme Makeover: Home Edition** constructed a new home for the Tate family on their

Davis Islands property in less than 104 hours. The show's host, Ty Pennington, and thousands of Tampa residents were on site the final day to "Move that bus!" and reveal the Tate's new home.



Progress through Community Partnerships

Tampa International Airport completed construction on a new **\$8 million** firefighting facility that replaced two smaller, antiquated stations. By consolidating resources and moving to a central location, **Fire Station 2**, a 28,000 square-foot facility, allows firefighters to respond faster to emergencies anywhere on the airfield.

Code Enforcement's Diversion Services and **Berkeley Preparatory School** graduating seniors teamed up to help qualified low-income, elderly or disabled Tampa residents bring their home into compliance. Over 70 Berkeley seniors volunteered for the community project, which included painting homes and cleaning yards.

The **Passport to Enrichment** initiative, part of the Mayor's Make the Grade program, was produced in partnership with many of the city's leading arts and cultural institutions. The initiative provides students with the opportunity for hands-on, experiential learning outside of the traditional classroom by offering discounts or free admission to participating organizations.



Tampa schools celebrated a banner year for championship wins. The mayor presented proclamations to honor the **University of Tampa** Baseball Team and the

Volleyball Team for **National Championships** and **Plant High School** Volleyball Team and Football Team for **State Championships**.



The **Warrick Dunn Foundation**, which has provided 60 homes to single-mother families through its "Homes for the Holidays" program, continued its efforts with the Middleton family. A partnership between the foundation, the city and Prudential Tropical Realty, the family received down payment assistance, furniture and many of the items a first-time homeowner needs.

Tampa was host to over **680 special events** this year, including the largest in Tampa's history, the 2006 Annual Imperial Council Session. This event brought over **20,000 Shriners** to Tampa with an expected economic impact of **\$31 million**. Another first for

Tampa this year was hosting the **2006 U.S. National Dragon Boat Racing Championship**.

The **Mayor's Arts Education Fund**, a partnership with the Hillsborough County School District and the Unsinkable Molly Brown Foundation, is the newest program in **Tampa's Commitment to Youth**. Through this initiative the city encourages support of the foundation's arts education programs including the Musical Instrument Challenge Fund, the Visual Arts Challenge Fund and the Artist in Residency program. As part of the program, nearly 200 underprivileged children were able to attend a special screening of "Happy Feet."



Over 200 corporate volunteers adopted **Williams Park and Recreation Center** in the **Northview Hills neighborhood** as part

of the **2006 Day of Caring**. The volunteers painted picnic tables and shelters, landscaped the recreation center, cleaned up the natural preserve area, and reconditioned the playground areas.

In the continued effort to emphasize the importance of reading, every elementary school in the city was invited to select one third-grade student to attend the **Mayor's Holiday Reading Circle**. The students were read stories about the holiday season and received a book to take home.

The Department of Solid Waste, in partnership with the Parks and Recreation Department, EventMakers Corporation, Anheuser-Busch Recycling and Kessler Consulting Inc., provided the opportunity to recycle during the Gasparilla Parade. Approximately **18,000 pounds of corrugated cardboard boxes** and **3,000 pounds of mixed containers** including plastic and aluminum bottles and cans were collected.

Tampa joined cities throughout the country as Mayor Iorio became the 393rd

mayor to sign on to support the **U.S. Conference of Mayors Climate Protection Agreement**. The agreement urges the federal and state governments to enact policies and programs to reduce global warming pollution and seeks to promote positive climate change at the municipal level. Tampa is already working on many of the proposed actions in the agreement that will protect our local environment for future generations.



Dedicated to the revitalization of youth fields throughout the area, the **Tampa Bay Devil Rays** selected the **West Tampa Little League** as the next site for their field renovation program. The Rays' grounds crew will makeover the three fields and other improvements will include a new bleacher roof, concession stand, bases, and pitching mounds.