

YBOR LEGEND

A Publication of the Ybor City Development Corporation

Fall 2007

LATEST NEWS

- **HOMEGROWN BUSINESSES IN YBOR CITY**
- **YBOR CITY UPCOMING SPECIAL EVENTS**
- **TAMPA DIGITAL STUDIOS ANNOUNCES NEW LOCATION**
- **YBOR SOCIAL CLUB REDEDICATES HISTORIC MARKERS**
- **YCDC MEETING CALENDAR**
- **SPECIAL YBOR THEME ADVERTISEMENT PAGE**
- **YOUR COMMUNITY TIF DOLLARS AT WORK**
- **CONTRACTOR PUTS THE FINAL TOUCHES ON I-4**
- **YBOR CITY AVAILABLE PROPERTY LIST**

YBOR CITY DEVELOPMENT CORPORATION

2015 East 7th Avenue
Tampa, Florida 33605
(813) 274-7936
www.tampagov.net/dept_ycdc

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

YCDC Staff:
Vince J. Pardo, Manager
Brenda Thrower
Corine Linebrink
Kimberly Bogush



www.YborOnline.com

Homegrown Businesses in Ybor City



Circa 1930s Columbia Restaurant, 2117 East 7th Avenue.

Since 1886, Ybor City has been home to a variety of businesses. As generations have come and gone so have their styles, tastes and interests. In Ybor City there have been several businesses that have stood the test of time and the ever-changing trends.

The Columbia Restaurant, Naviera Coffee Mills, Tampa Sweethearts Cigar Company, Creatures of Delight and La Segunda Central Bakery were all started in Ybor City. Today these businesses have a brand presence reaching far beyond the boundaries of the historic district.

Founded in 1905, the Columbia Restaurant started as a small corner café in Ybor City. Now the nation's largest Spanish restaurant and Florida's oldest restaurant, the Columbia has seven locations throughout the state of Florida and a cookbook of recipes that made them famous.

Named after the shipping lines that brought him to America, Spanish immigrant Carlos Menendez founded Naviera Coffee Mills in 1921. Customers from all over the country can order El

Molino coffee online and have it sent to their homes or businesses.



Naviera Coffee Mills and El Molino Coffee Shop, 2012 East 7th Avenue.

The Tampa Sweethearts Cigar Company was started in 1994 by the Arturo Fuente Cigar Company, an Ybor City cigar maker since 1912. Today, the Tampa Sweethearts Cigar Company ships its famously flavored cigars to aficionados all over the United States.



Tampa Sweethearts Cigar Company, 1310 North 22nd Street.

Tom Kopian opened Creatures of Delight in the mid 1990s. The handmade Creatures, made from a patented Rubber Plush® material, come in all shapes and sizes and range from dragons, fish and frogs to suns, moons and elephants.



Rubber plush Creatures on display at Creatures of Delight, 1901 North 15th Street.

Currently available in several select retail shops and galleries across the country, Kopian recently contracted with Kmart stores to feature his creations.



La Segunda Bakery, 2512 North 15th Street.

Since 1915, La Segunda Central Bakery has supplied their Cuban bread to several local restaurants. In recent years La Segunda's Cuban bread has become a household name in the Southeastern United States and ships over 7,000 loaves of bread to 14 states daily.

Ybor City is an eclectic

district that adds value to businesses of all types. This historic district is a place where business owners can make a living and patrons can find what they want.

According to Arturo Fuente Jr., Ybor City offers his customers more than any other retail location ever could. He also knows that "Ybor City adds tremendous value to our company. Considering that Ybor was once the cigar capital of the world; for our industry this is where it all began," said Fuente.

Time has proven that these businesses are as much a part of Ybor City as the brick-lined streets and the wrought iron gates that distinguish this neighborhood. They are the essence of this historic district and represent pieces of its past, present and future.

As a third-generation owner of La Segunda Central Bakery, Tony More could never imagine his bakery being anywhere but Ybor City. "Ybor City is a part of who we are," said More. "No one ever has to ask where La Segunda is located because everyone knows we are in Ybor."

For information about starting your business in Ybor City, please see our business toolkit at www.YborOnline.com or call the Ybor City Development Corporation at (813) 274-7936.

Ybor City Upcoming Special Events

October

- 13 **TECO Line Streetcar Fest featuring Oktoberfest**
HART and Tampa Ybor Historic Streetcar Society
www.cc-events.org
- 20 **3rd Annual Beer Fest at Centennial Park**
Humane Society of Tampa Bay
www.humanesocietytampa.org
- 27 **Guavaween**
Ybor City Chamber of Commerce
www.cc-events.org

November

- 2 **6th Annual Richard's Run for Life, 5K**
Gonzmart Family Foundation & Moffitt Cancer Center
www.richardsrunforlife.com
- 3-17 **Arte 2007**
www.artefestival.com
- 17 **10th Annual Cigar Heritage Festival**
Ybor City Museum Society
www.EventMakers-FL.com

December

- 1 **Santa Fest & Krewe of Venus Holiday Parade**
City of Tampa Parks and Recreation Department
www.tampagov.net/special_events
- 31 **Outback Bowl Blast**
www.outbackbowl.com

Tampa Digital Studios Announces Relocation Plans

In July, Tampa Digital Studios announced their plans to relocate to Centro Ybor into a 10,000 square foot space. Founded in 1996, Tampa Digital Studios is a leading digital and visual communications company and is the largest facility of its type in West Central Florida. This move continues to build Ybor City's growing reputation as a surging creative community blending entertainment and arts with a vibrant, urban neighborhood.



Participants at the news conference announcement (l to r): Tom Keating, Ybor Chamber President; David Harvey, M & J Wilcow/Owner of Centro Ybor; Mayor Iorio; and Mr. and Mrs. George Cornelius, Tampa Digital Studios owner.

Your Community TIF Dollars at Work

Beginning in fall 2007, the Ybor City community started to notice some major improvements in the district and the neighborhoods.

- Six alley improvements with brick aprons have been completed.
- The construction of a brick crosswalk at the intersection of 7th Avenue and 15th Street is completed.
- Several more brick crosswalks for the residential neighborhoods are slated to be installed starting in 2008.
- City Parking lots: a dumpster pad and curb improvements for City Parking Lot 5 are completed and "Pay and Display" parking machines will be installed in three city parking lots.
- Stormwater improvements will begin in the residential areas.
- Three medians will be removed from 7th Avenue prior to the fall festival season.
- General improvements will be made to Centennial Park; 7th Avenue Streetscape, East of 22nd Street; and bathroom installation in the Centro Ybor Garage.



Brick apron under construction at the 1800 block of 7th Avenue.



Contractor Puts the Final Touches on I-4

Contractors for the Florida Department of Transportation (FDOT) installed Ybor-style lighting at the 21st Street eastbound exit ramp of Interstate 4. The stretch of interstate from Nebraska Avenue to 30th Street received decorative treatments as the result of a historic preservation effort by the FDOT and the City of Tampa to ensure the historic character of Ybor City.



**PROPERTIES
FOR SALE OR
FOR LEASE**

Do you have a property that is for sale or lease in Ybor City? Would you like to get the word out? Consider adding your property to the Ybor City Available Property List, our electronic community bulletin board. It's a free service available to any property owner with property for sale or lease within the Ybor City CRA districts. The list is updated regularly and available at www.tampagov.net/dept_ycdc. For more information, please contact Brenda Thrower at (813) 274-7917 or email: brenda.thrower@tampagov.net.

Ybor Social Club Rededicates Historic Marker

While some things have changed in Ybor City, the Sociedad La Union Marti-Maceo will not let the story of their past disappear. An act of vandalism had left the social club's historic marker sign severed in half.

On August 10, the club celebrated the installation and rededication of a new historic marker. The

marker tells the story of the important role the Sociedad La Union Marti-Maceo played in creating Ybor City's rich history. Current members of the Sociedad La Union Marti-Maceo hope the return of this important historical marker will symbolize the revitalization of the once vibrant social club.



YCDC Meeting Calendar

September

- 20 District Marketing Committee at 12 Noon
- 25 Board of Directors at 4 p.m.
- 27 Retail Development Committee at 12 Noon
- 28 Parking & Valet Committee at 9 a.m.

October

- 11 CRA Meeting at 9 a.m. (City Council Chambers)
- 17 Retail Development Committee at 9 a.m.
- 18 District Marketing Committee at 12 Noon
- 23 Board of Directors at 4 p.m.
- TBA Parking & Valet Committee
- TBA Public Safety Committee
- TBA Special Events Committee

November

- 8 CRA Meeting at 9 a.m. (City Council Chambers)
- 27 Board of Directors at 4 p.m.
- 28 Retail Development Committee at 9 a.m.
- 29 District Marketing Committee at 12 Noon
- TBA Parking & Valet Committee

All meetings take place at the YCDC Office unless otherwise noted and are open to the public. Meetings are subject to change so please contact YCDC office at (813) 274-7936 prior to attending.



**Want to promote your
Ybor business at
an affordable rate?**

Advertise on a Special Ybor City Theme Page available for placement in The Tampa Tribune, St. Petersburg Times, Tampa Bay Times or In-Town Tampa Guide.

Please contact Erin Gray,
Roberts Communications,
(813) 228-0088 for more details.

YborOnline.com

Flavored to suit any taste.

