

Redevelopment News

MARCH 2011

Transforming East Tampa into a vibrant residential and business community with recreational, social, and cultural life.



Message from Mayor Pam Iorio



I can't believe that it has been eight years since we created our historic partnership to focus on the rebirth of the East Tampa community. When I took the oath of office back then, you made me very

aware that public safety was your top priority. Crime was too high and we had to find ways to make our community safer.

Starting with "Operation Commitment," building of a state-of-the-art District III division facility, and assigning some of the most dedicated officers to lead our community

policing effort, the crime rate has dropped an astonishing 62.8 percent. Through our many face to face meetings where you have expressed your appreciation, I feel very confident that your community is much safer today.

The growth in new private-sector development, coupled with our strategic investment of public funding through Tax Increment Financing (TIF), has produced several new affordable housing developments, increased single-family home ownership, a new commercial bank, shopping center upgrades with new retail tenants, new restaurants, affordable health clinics, resurfaced streets, new sidewalks, beautification of stormwater facilities,

upgraded parks and recreation facilities, and increased street lighting.

I firmly believe that the partnership we have formed with members of the East Tampa Community Revitalization Partnership, and the residents and business owners, provided the necessary leadership and commitment to progress that has made this journey most enjoyable for me.

All of you share a special place in my heart and I will never forget our eight years together. You have made my time as mayor special and meaningful and I thank you.

Sincerely,
Pam Iorio, Mayor

CRA Meeting with Current Council



East Tampa citizens had the chance to ask questions and receive feedback on important issues at the recent Community Redevelopment Agency (CRA) Board meeting on January 11, 2011 at the Ragan Park Community Center. The meeting's town-hall style facilitated the exchange of information and dialogue between the board and members of the community.

The CRA Board is comprised of the seven members of the Tampa City Council who meet monthly to facilitate activities within Tampa's community redevelopment districts. Current council members serving on the CRA Board include: Yvonne Yolie Capin, Curtis Stokes, Joseph Caetano, Thomas Scott, Mary Mulhern, Gwendolyn Miller, and Charlie Miranda.

The purpose of the CRA is to facilitate the improvement of physical, economic, social, and cultural character of Tampa's urban neighborhoods.

Get Your Façade On!

Receive funding for targeted commercial properties, 50% of the project cost, up to \$50,000, to be used for exteriors and landscaping.

To find out more, visit http://www.tampagov.net/dept_economic_and_urban_development/

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Welcome Home, Home Encounter

In December 2010, Home Encounter, a real estate management company, came home again when they opened the doors to their new offices in a restored two-story building at 1001 Columbus Drive.



"It's great to be back," said Chase Clark, chief operating officer of Home Encounter. "We formerly had an office on the corner of 22nd and Columbus before we sold the building and moved to North Tampa during the year of construction on our new office. My partner, Peter Murphy, and I have

restored five historic homes in the Ybor district over the past five years. We love the area and the historic character of the neighborhood. We employ several people who live in East Tampa including most of our renovation crew who worked on this project."

In its former life, Home Encounter's new office building was a 1908 grocery store selling produce and dry goods on 14th Avenue in the V.M. Ybor neighborhood. It was relocated to Columbus Drive during the expansion of Interstate 4, and through a preservation program by the Florida Department of Transportation. A 1938 brick warehouse also was relocated behind their building and after renovation, now serves as a meeting and training facility for the company.

Clark and his partners worked with Tampa's Historic Preservation to stay true to the old grocery store building's original design and fabric. Materials were reused where possible lending warmth and character to the renovation.

"My firm, Home Encounter, LLC, is now occupying the entire property, including the warehouse and parking lot," remarked Clark. We currently employ five full-time staff and have 22 real estate agents and property managers. We all have a passion for East Tampa and Ybor and for restoring historic properties and hope to take on more projects like this in the near future."

Small Business Update

Since April 2010, the Small Business Information Center (SBIC) satellite office housed in the City of Tampa's East Tampa Development offices has made great strides in serving the community.

From April to December 2010, business counselors provided 89.25 hours of confidential, one-on-one counseling to 70 East Tampa business owners. They shared business resources with 262 businesses and had 21 attendees at workshops. In this nine-month period, 202 new businesses opened and the SBIC mailed and/or delivered business resources to them.

"Small businesses need business technical assistance now, more than ever! Times are tough and they are in survival mode, going back to the basics is exactly what they need to get through this tough economic time," notes Lynn Schultz, University Area Enterprise Zone Coordinator, of the Economic Development Department, Hillsborough County. "The business technical assistance program provides much needed assistance on creating/updating business plans, improving cash flow, offering basic marketing ideas, and so much more. This City of Tampa-Hillsborough County collaboration provides this wonderful opportunity to assist East Tampa businesses and let them know help is available. It's great to see business owners taking advantage of it!"

"I'm very appreciative of the classes and business technical assistance being brought into the East Tampa Community. The satellite office has made it easier for business owners to utilize the free business resources available to them."

– Business Owner, East Tampa

Business counseling and technical assistance are available two days per week at either the satellite office location or at the client's place of business.

The SBIC satellite office is located in the East

Tampa Development offices at 3808 N. 22nd Street, Tampa, FL 33610. To schedule FREE, confidential business counseling, please call 813-914-4028 for an appointment.

A Bright Night in December

Every child went home with a holiday gift during the third annual Tree Lighting ceremony held December 10, 2010 at the Cyrus Green Community Center. Bicycles were given to 120 students from 13 East Tampa schools who met eligibility requirements for grades, school attendance, and attitude. At least 250 backpacks, loaded with school supplies and holiday treats, were also handed out. The bicycles were donated by local engineering firm, CH2MHILL, who has been working to replace aging sewer pipes in East Tampa and other Tampa neighborhoods.

"This year's event was very special as Tampa Mayor Pam Iorio attended as our guest speaker," said Denese Meteye-James, chairperson of the Aesthetics and Beautification subcommittee of the East Tampa Revitalization Partnership, which sponsored the ceremony. "During her tenure, Mayor Iorio promised to make a

difference in East Tampa and she has kept that promise. For that, we have been very blessed."

To show their appreciation, Mayor Iorio was presented with a caricature drawing by artist James Vann depicting the mayor and the subcommittee members outfitted in Santa hats. The drawing was signed by each subcommittee participant.



“Crime Reducing Mayor” Pam Iorio Prepares to Leave a Safer Tampa Behind

A low crime rate and sense of safety are two of the most basic attributes of a successful, vibrant city. During Mayor Pam Iorio’s administration, officers drove down East Tampa’s crime rate by more than 62.8-percent.

When she was first elected, our city had one of the highest crime rates for a city its size. She immediately made it a goal to change that trend. Now, as she prepares to leave office she goes with the well-deserved moniker, the “Crime Reducing Mayor.” Fewer citizens became victims of crime in 2010 than in 2002 - that is an amazing accomplishment when you consider how much our city has changed and grown during that time.

She launched her focus on public safety in East Tampa with Operation Commitment in 2003. It was the first step toward cleaning up the open-air drug dealing, which set the stage for the economic development that has taken place in one of our city’s most challenged areas.

East Tampa is now home to dozens of new businesses and housing developments. A brand new, state-of-the-art District III headquarters is also located in East Tampa.

Setting up police operations in the neighborhood allowed officers to work more closely with the citizens they serve. The building also serves as a meeting place for neighborhood watch groups and the East Tampa Community Revitalization Partnership. It is another way the mayor and the Police Department have worked to reinforce and strengthen their relationships with the community.

Reprinted from *SIGNAL*, Vol. 4, Issue 2, Winter 2010, the quarterly information publication of the Tampa Police Department. For more information or to read the entire article, visit: http://www.tampagov.net/dept_Police/news_and_events/

East Tampa’s Crime Rate was reduced by more than **62.8%**

New Wall Murals Bring East Tampa History to Life

A colorful transformation is underway on the grey walls outside of Police District III headquarters at 3808 N. 22nd Street as artist James Vann creates six murals depicting East Tampa’s black history.

Vann has been commissioned, through the East Tampa Community Revitalization Partnership and coordinated by the Arts Council of Hillsborough County, to produce the 18 x 5 foot panels. “I think James is the ideal artist for these murals. His work brings joy to everyone -- it is colorful, expressive, and fun. His background as a corrections officer in New York also makes him sensitive to the proximity of the police station. East Tampa is going to embrace these paintings with open arms,” said Art Keeble, executive director of the Arts Council.

The artwork will feature education, community, and business themes along with Tampa’s black history such as the scenes from Central Avenue, notable for its rich musical heritage and Belmont Heights Little League, which produced several major league players.

Vann began work on the murals in January 2011 and expects to complete them in March, weather permitting. We all look forward to seeing his artistic contribution to the East Tampa community.



Stay Well, Seek Treatment at New Medical Center

East Tampa residents now have convenient medical care right at their doorstep with the opening of the Tampa Family Health Center at 22nd Street and Osborne Avenue. The center, which opened in November 2010, offers primary, family, and pediatric care and is one of eight health care facilities operated by Tampa Family Health Centers.

The \$3.8 million dollar center was built using about \$1.3 million in federal stimulus funds. The center will serve residents of East Tampa and Ybor City, many of whom are uninsured. Doctors, nurses, dentists and technicians are on staff providing services. They also offer referral services to food, shelter, specialty care, financial counseling and other assistance programs.

Hours are Monday – Saturday, 8 a.m. to 8 p.m. For more information, please call 866-0930, or visit their website at www.tampachc.com

22nd Street Improvements

Phase I work on 22nd Street between Lake Avenue and Dr. M.L.King Jr. Boulevard is scheduled for completion on or about March 15. Phase II is 100 percent designed, according to Christine Bruno, project manager with the Contract Administration Department of the City of Tampa. “We are in the review process with the Florida Department of Transportation and permitting for Phase II,” said Bruno. “We expect to advertise for construction in late spring.”

Improvements to 22nd Street include improved drainage, construction of a multi-modal trail, improving bus shelters and stops, enhanced lighting and landscaping, and median construction and traffic lanes designed to help slow traffic.



EAST TAMPA Redevelopment News

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Pam Iorio, Mayor

Community Redevelopment Agency (CRA) Board

Gwen Miller District 1 At-Large *Chair*
Joseph Caetano District 7 *Vice-Chair*
Mary Mulhern District 2 At-Large
Curtis Stokes District 3 At-Large
Yvonne Yolie Capin . . . District 4
Thomas Scott District 5
Charlie Miranda District 6

Meeting Location: 315 E. Kennedy Blvd., Tampa

Time: 9 a.m.

Dates: March 10, April 14

Community Advisory Committee

Evangeline R. Best *Chair*
Denese Meteye-James . . . *Vice Chair*
Sylvia Belcher-Brinson
Curtis Brown
Ernest Coney, Jr.
William Dennis, III
Tatiana Denson
David Denson, Sr.
Richedean Hills-Ackbar
Elizabeth Nelson
Essie Sims, Jr.
Jeraldine Williams-Shaw

Meeting Location: Economic Development Office
TPD III, 3808 N. 22nd Street, Tampa

Time: 9:30 a.m.

Dates: March 1, April 5

Get Your Tax Credits!

Available through City of
Tampa's Enterprise Zone.
To learn more, contact
Lynn Schultz at
813-914-4028.

Your Neighborhood Connection

Twelve neighborhood associations in East Tampa are actively working to ensure a safe and vibrant community. Contact your neighborhood leader and get involved today. For more information, contact the neighborhood president directly by email.

College Hill Civic Association

Cynthia Few fbckbeauty3@verizon.net

East Tampa Business & Civic Association

Marc Hamburg fireamarc@aol.com

Eastern Heights Neighborhood Association

Sam Mobley smsam1@verizon.net

Florence Villa/Beasley/Oak Park Civic Association

Barbara McGill bmcgill1@tampabay.rr.com

Grant Park Civic Association and Watch Group

Ralph Johnson Ralphj0103@yahoo.com

Highland Pines Community Task Force

Betty Bell Bellsystem5@verizon.net

Northeast Community Crimewatch & Civic Assoc.

Joel Barnum jbar1952@verizon.net

North View Hills Civic Association

Frank Reddick far9155@aol.com

Old Seminole Heights Neighborhood Association

Evan St. Ives astives1@tampabay.rr.com

Southeast Seminole Heights Civic Association

Sherry Genovar-Simmons genovar.simmons@seshca.com

V.M. Ybor Neighborhood Association

Kimberly Headland rkheadland@verizon.net

Woodland Terrace Neighborhood Association

Ruth Fleming rflemingjr@tampabay.rr.com