



Tampa's National Historic Landmark District

YBOR LEGEND

Issue 3 | Summer 2015

CENTRO YBOR ATTRACTS E-COMMERCE HEADQUARTERS

Ashley Furniture, the world's largest furniture manufacturer, is establishing its e-commerce headquarters in Ybor City with more than 100 employees and 70,000 square feet of renovated space in Centro Ybor. Locations in six states competed for the company's expansion.

Half of the movie theatre space will be developed into Ashley Furniture's new "retro-contemporary" e-commerce headquarters, which will incorporate many of Ybor City's historic details like tin ceilings and hexagonal tiles. The facility will house employees in executive, administrative, marketing, design and information technology positions and be a hub for thousands of visitors a year. The renovation is expected to be complete by year-end.

Ashley Furniture is the latest company contributing to Ybor City's revitalization. With more office workers adding to the daytime foot traffic, and several residential projects proposed or underway, Ybor City is one of Tampa's most vibrant urban neighborhoods. It's quickly becoming an example of a

successful live-work-play community.

Residents and workers help sustain the retailers and restaurants in the district, and they also have the potential to support additional businesses within the district, which can increase demand for retail space in Centro Ybor and throughout the district.



On May 21, Ashley Furniture founder and chairman Ron Wanek announced that the company will create its e-commerce headquarters in Ybor City. Photo credit: James Ostrand.

READY FOR A CLOSE UP

Ybor City is becoming a favorite backdrop for both the small and large screen. Over the past year, more than 32 production companies have shot commercials, TV shows and feature films in the district.

Production companies like Ybor City's cultural distinction of architecture, accommodating and supportive community, and diverse looks that provide versatility for fictional locations.

The film shoots haven't just boosted the district's image. They're an economic boost with an impact on local businesses. For example, the fees that Cephas' Hot

Shop proprietor Cephas Gilbert earned from renting his restaurant will help him reopen it.



"The Infiltrator" movie filming at Casa de Lala at 1901 East 5th Avenue.

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GRANT PROJECTS NEARING COMPLETION



Three Ybor City projects that received grants through the CRA Façade Grant Program are completed or are nearing completion.

The Ybor City Business Condominiums in the Aguilar Building at 1718 E. 7th Avenue is undergoing brick repointing and window replacement. Custom windows have been installed and a new first floor canopy is being installed.

The Tampa Baseball Museum at the Al Lopez House at 2003 N. 19th Street has completed its exterior façade to include a handicap access ramp. The next phase for the museum, which is owned by the Ybor City Museum Society, will include interior renovations and the installation of exhibits.

A mixed-use building owned by Rene and Mary Gonzalez at 1704 E. 7th Avenue completed trim repainting and restoration of its historic canopy.

Up to \$50,000 are awarded for façade grants. For more information about the program, call the YCDC office.

BUSINESS COMMUNITY GROWS

Tech startup [KiteDesk](#) moved from downtown Tampa to 1802 E. 3rd Ave.

[Dysfunctional Grace Gallery](#) moved from St. Petersburg's Central Avenue to 1903 E. 7th Ave.

Employment agencies are operating in the district: [Hood Legal Search](#), 1701 N. 19th Street, Suite 216, and The Rx Services, 1802 E. 3rd Ave.

Wine importer and brand developer [Terroir Wine Group](#) moved to 1228 E. 7th Ave., 3rd Floor.

[Gyden Law Group](#) and private investigators AG Investigations are now located at 1228 E. 7th Ave., Suite 200.

Two new tattoo parlors have opened: Bloodline Tattoo, 1411 E. 7th Ave., and Inkspot Tattoo, 1527 E. 7th Ave.



Architecture design practice [Studio+](#) opened a Tampa office in Ybor City at 2211 E. 7th Avenue. The firm has offices in Florida, California and Nevada.

Photo provided by the Greater Tampa Chamber of Commerce.

REDA Power Wash opened at 1503 E. 7th Ave, Suite 7.

[Gold Seal Roofing](#) is now located at 1608 E. 5th Ave.

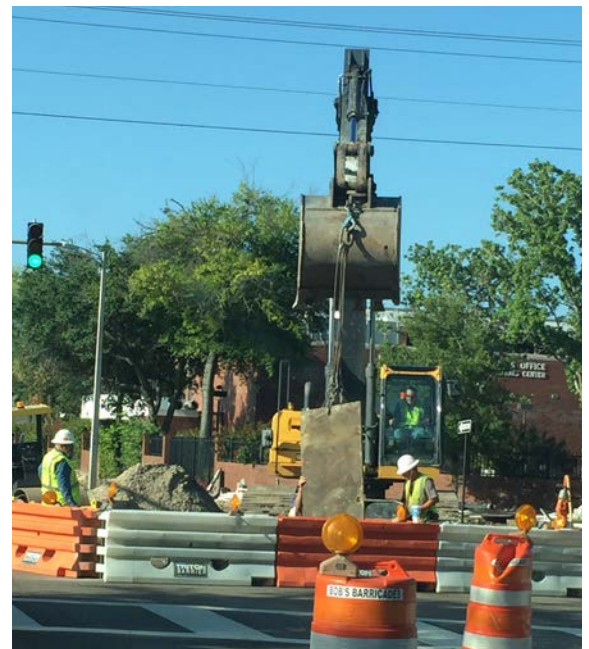
Nonprofit the Well is operating at [Ybor Daily Market](#) at 1920 E. 7th Ave.

[Trendsetters Apparel](#) is now open at 1714 E. 7th Ave.

IMPROVEMENT PROJECT MAKES PROGRESS

The 21st and 22nd Street improvement project is about 40 percent completed and already is spurring interest in commercial development along the routes. New restaurants and condos are being planned east of Seventh Avenue.

Late summer work includes new curbs, ramps and crosswalks. Crews are not anticipating further street closings, although some lane closures will continue. Construction is scheduled to last through the end of 2016.



PARDO TO RETIRE

Longtime Ybor City leader Vince Pardo retires as YCDC manager on August 28. He steps away after helping lay the foundation for the district's strongest economic push in decades.

During his tenure, Pardo has worked tirelessly to promote redevelopment and attract new investment to the district, and all of his hard work has come to fruition. More than a half-dozen multifamily residential projects are in the permitting process, a new corporate headquarters is moving in and dozens of startups and tech firms are based in Ybor City. Additionally, a new microbrewery is renovating a historic building and plans have been formulated for a four-star boutique hotel and Sicilian restaurant from the Gonzmart family restaurant.

For the past 16 years, Pardo has overseen municipal services, the YCDC board, district committees and marketing efforts to change the public's perception of Ybor City. Pardo has played a significant role in transforming Ybor City from strictly an

entertainment district to an international visitor destination and thriving mixed-use neighborhood.

But perhaps what some people will miss the most is Pardo's role as an advisor to people doing business in Ybor City, as written in a recent [Tampa Bay Times](#) article.



"I think what's helped me in my career in Ybor, and past positions with the city and county, is that I am a consensus builder," Pardo said. "Ybor is a diverse community and everyone is so passionate. I try to find

the common ground instead of focusing on differences..."

For those worried about the district in Pardo's absence, he has reassuring words.

"I was a volunteer in Ybor for two decades before I took this position. So, I see myself going back to that role," Pardo said. "I'm not leaving Ybor."

A retirement party is planned for August 26 at Carne Chophouse from 4:30-7:00 p.m.

UPCOMING EVENTS

A new festival is coming to Ybor City this fall. Celebra tu Herencia Festival will kick off Tampa Hispanic Heritage month on Saturday, September 12 from noon to 5 p.m. at Centennial Park. The free, family-friendly event includes arts, crafts and live music and dancing on a stage filled with colorful flags from more than 40 Spanish-speaking countries. The Ybor City Sunday Market will host its Arroz con Pollo cooking competition during the festival and award cash prizes to the top recipes.

Additional upcoming Ybor City events:

- August 8** – Tampa Noles Pub Crawl
- August 15** – Summer of Rum Festival
- September 12** – Ybor Chamber Gala & Celebra tu Herencia
- September 24** – Sushi Battle Tampa
- October 3** – Ybor OktoberFest Pub Crawl
- October 16** – Cigar Heritage Party
- October 17** – TECO Line Streetcar Festival & Cupcake Festival
- October 18** – ViVa Tampa Bay Hispanic Heritage Festival
- October 24** – Guavaveen
- October 24** – Little Monster's Pumpkin Patch and Trick-or-Treating & Big Monsters Bed Races



The Ybor Merchants Association will host the third annual Big Monsters Bed Races down 7th Avenue on October 24. The Bad Monkey is the reigning People's Choice champion.



Check us out at [@HistoricYborCity](#)

SIZZLING START FOR SUMMER OF FUN

The YCDC Marketing Committee launched its third "Summer of Fun" sweepstakes on Facebook on June 1, and it's more popular than ever. Within the first few weeks, the number of entries in the contest surpassed the total number of entries in 2014.



The "Summer of Fun" is possible through the generosity of Ybor City merchants. Nearly 50 merchants donated more than 700 prizes, with more prize packs and more winners than ever this year.

The contest is supported with a strong marketing campaign that includes Facebook ads and boosted posts. More than 1,500 people have viewed the contest page already, and the YCDC Facebook Page has 10 percent more "likes."



YCDC SETS PRIORITIES

The Ybor City Development Corp.'s Board, led by outgoing chair Walter Aye and incoming chair Dr. Shawn Robinson, has determined its priorities for Fiscal Year 2016, which begins October 1.

The top priority is filling vacant commercial space and infill properties within the District. Other goals include providing support for development and redevelopment initiatives, expanding awareness of incentives available to Ybor City business and property owners, supporting growth along and around the 21st and 22nd Street corridors and strengthening relationships with other economic development organizations.

The board also wants to continue presenting a positive, unified image of Ybor City and to improve inter-district communications.

WHAT'S BREWING

Tampa is one of America's best craft beer towns. Join "Ybor Flavors" on a tour of Ybor City breweries Tampa Bay Brewing Company, Coppertail Brewing Company and Cigar City Cider & Mead.

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



YBOR CITY
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YCDC Staff:

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YCDC MEETING CALENDAR

The following meetings will be held at the YCDC Office at 2015 E. 7th Ave. unless otherwise indicated. All meetings are open to the public and free parking is available in the lot adjacent to YCDC. Meetings are subject to change.

August

Planning & Infrastructure Committee

August 11 | 3:30 pm

District Marketing Committee

August 13 | 3 pm

Retail, Arts & Special Events Committee

August 18 | 3 pm

Public Safety & Parking Committee

August 20 | 3 pm

YCDC Board

August 25 | 4 pm

September

Planning & Infrastructure Committee

September 8 | 3:30 pm

District Marketing Committee

September 10 | 3 pm

Retail, Arts & Special Events Committee

September 15 | 3 pm

Public Safety & Parking Committee

September 17 | 3 pm

YCDC Board

September 22 | 4 pm

October

Planning & Infrastructure Committee

October 13 | 3:30 pm

District Marketing Committee

October 15 | 3 pm

Retail, Arts & Special Events Committee

October 20 | 3pm

Public Safety & Parking Committee

October 22 | 3 pm

YCDC Board

October 27 | 4 pm

BOB BUCKHORN MAYOR

Community Redevelopment Area (CRA) Board

Yvonne Yolie Capin - *Chair*
Lisa J. Montelione - *Vice Chair*
Harry Cohen
Guido Maniscalco
Charlie Miranda
Frank Reddick
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

Walter Aye - *Chair*
Dr. Shawn Robinson - *Vice Chair*
Michelle Cardamone - *Secretary/ Treasurer*

John Agliano
Manny Alvarez
Cathy Bartolotti
Richard Boom
Richard "Leon" Cannyn
Joe Capitano, Jr.
Joseph Citro
Fran Costantino
Tom DeGeorge
Victor Fernandez
Karen Gross
Jayme Kosar
Tony LaColla
Grant Mehlich
Ariel Quintela
Eric Schiller
Rich Simmons
Gene Siudut
Rick Swann
Stacey Ward
Chris Whitaker
Larry Wilder

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