



downtown | ybor city | channel district | drew park | east tampa | tampa heights riverfront | central park



City of Tampa Community Redevelopment Agency

2011 Annual Activity Report | For the year ending September 30, 2011

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Regardless of any challenges posed to our redevelopment efforts because of the sluggish economy, we continued to work with our private sector and community-based partners to achieve a number of key objectives, many of which are highlighted throughout this report. Notable examples include,

- In Downtown, USF began constructing the \$30 million Center for Advanced Medical Learning and Simulation (CAMLS). CAMLS will bring healthcare professionals from around the world to receive training in the latest surgical technology and medical risk management practices. Also in Downtown, Sage Partners began constructing the 120-unit Metro 510 workforce housing complex.
- In Central Park, the Tampa Housing Authority held a groundbreaking ceremony for the Ella senior apartment complex.
- In East Tampa, the \$1.3 million TIF-funded North 22nd Street Enhancement Project was completed from Martin Luther King, Jr. Boulevard south to Lake Avenue (Phase I).
- In the Channel District, the installation of the York Street stormwater retention vault was completed and construction of the Washington Street Park was completed.
- In Tampa Heights Riverfront, design work was undertaken to allow Water Works Park improvements to begin, including the restoration of Ulele Spring.
- In Ybor City, the CRA Façade Grant Program was used to leverage approximately \$647,000 of private investment. Coupled with approximately \$200,000 in TIF matching funds, these dollars made possible the reactivation of vacant storefronts and helped diversify land and building uses.
- In Drew Park, Mercedes-Benz of Tampa opened on Dale Mabry Highway.

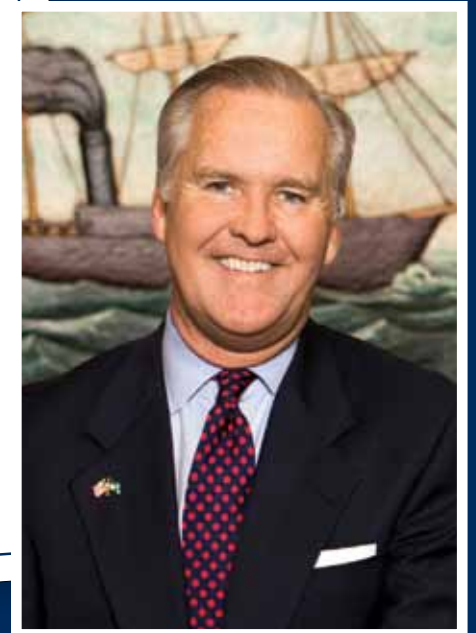
Each of these accomplishments will have a positive economic impact on our community for many years to come and will also spur additional investment in our City.

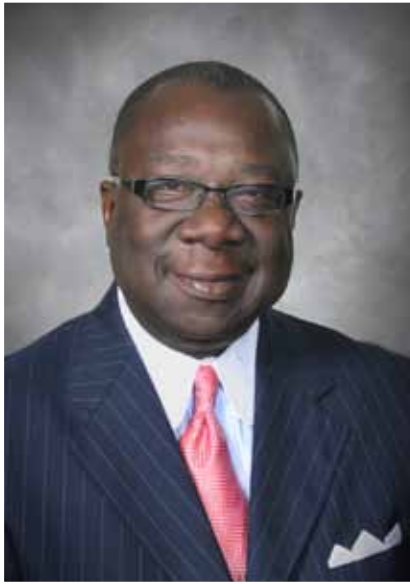
Looking ahead, I am confident that the Community Redevelopment Agency and this Administration, working in close partnership with the private sector and our dedicated community stakeholders, will continue to achieve our mission of making our redevelopment areas more attractive, safe, convenient, environmentally friendly, and economically strong.

Sincerely,

Bob Buckhorn

mayor bob
buckhorn





Message from the Chairman

Fiscal year 2011 was a year of many achievements. For example, in Downtown, we witnessed the start of construction of the USF Center for Advanced Medical Learning and Simulation and the 120-unit Metro 510 housing development. The York Street Stormwater Vault was completed in the Channel District, and the Façade Improvement Grant program improved the aesthetic value of numerous storefronts in Ybor City, East Tampa, and Drew Park. The City of Tampa also adopted an ad valorem tax exemption program to help encourage additional private sector investment and job creation throughout the City.

In partnership with the private sector and many dedicated community stakeholders, we will continue to forge ahead against the struggling economy to further enhance the quality of life in our redeveloping communities.

-Frank Reddick



Mary Mulhern
Vice Chair



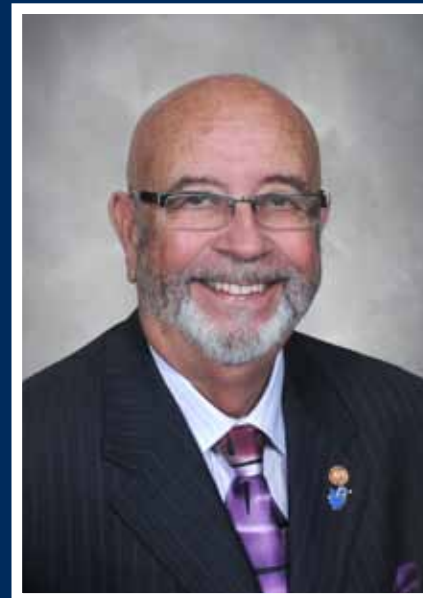
Mike Suarez



Yvonne Yolie Capin



Harry Cohen



Charlie Miranda



Lisa J. Montelione

An Overview: Community Redevelopment Agency

The Community Redevelopment Agency (Agency) is a public entity established under the guidelines of the Community Redevelopment Act (Chapter 163, Part III, Florida Statutes) to implement community redevelopment activities. A Community Redevelopment Area (CRA) is created when the governing body finds one or more areas within the City with conditions that have the need for rehabilitation. A powerful redevelopment tool, the Agency uses the growth in assessed property values (Tax Increment Financing Funds) to reinvest within CRA boundaries.

Tampa's Community Redevelopment Areas include Central Park, Channel District, Downtown, Drew Park, East Tampa, Tampa Heights Riverfront, and Ybor I and II. Under the direction of the Community Redevelopment Agency Board, seven volunteer advisory committees made up of private citizens help provide community insight as the Agency works to improve the quality of life and economic vitality in these districts.

Members of Tampa City Council serve as the Community Redevelopment Agency. Dedicated City staff provide support services to the Agency and advisory committees including the management of redevelopment funding.

To support the work associated with the improvement of Tampa's urban communities, every person participating in CRA activities operates under five guiding principles:

Community Collaboration - proactively engage the talents and energies of citizens and key stakeholders throughout the revitalization process.

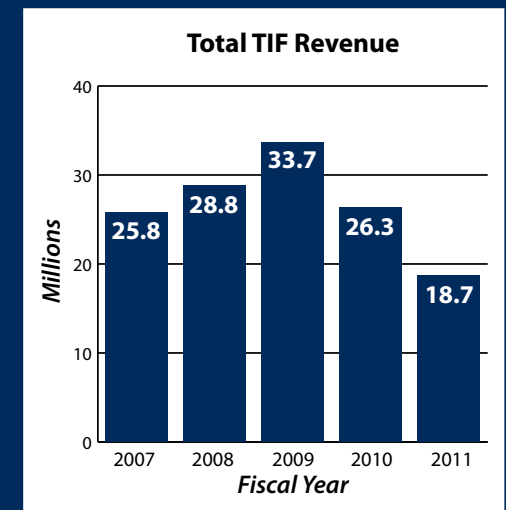
Financial Stewardship - ensure that sufficient public returns exist to support the required public investment.

Inspiration - utilize the best talent possible for urban planning and design review efforts to inspire and create attractive, livable areas.

Market Perspective - allow the private sector to gainfully respond to market demands with reasonable risk.

Outcome Accountability - measure success based on achieving results such as improved community aesthetics, quality of life and tax revenues.

Community Redevelopment Areas are financed by Tax Increment Financing, or TIF. TIF is a unique tool available to cities and counties for the redevelopment of urban areas and is used to help stimulate private sector investment in targeted communities.



■ Downtown CRA

CRA Area (Acres) / City Area:	870 (0.80%)
CRA Base Year:	1983 (<i>New-Core amendment 1988</i>)
Base Year Taxable Assessment:	\$454,090,045
FY11 Taxable Assessment:	\$1,565,367,642
Change From Base Year:	\$1,111,277,597 (245%)
FY11 TIF Revenue (@95%):	\$13,248,541
Property Profile:	FY11 Tax Base
• Homesteaded:	\$263,646,442
• Non-Homesteaded:	\$394,549,782
• Hotel:	\$229,961,939
• Office/Retail:	\$516,219,198
• Other Commercial:	\$137,345,077
• Ind/Manufacturing:	\$6,771,306
• Vacant Land:	\$16,873,898
• Hotel Rooms (#):	2,597
• Meeting Space (sf):	504,488
Municipal Parking Spaces:	8,376
• Garage Spaces:	6,763
• Surface Lot Spaces:	1,613

■ Ybor City I CRA

CRA Area (Acres) / City Area:	193 (0.18%)
CRA Base Year:	1987
Base Year Taxable Assessment:	\$17,606,555
FY11 Taxable Assessment:	\$140,730,796
Change From Base Year:	\$123,124,241 (699%)
FY11 TIF Revenue (@95%):	\$1,162,790
Property Profile:	FY11 Tax Base
• Homesteaded:	\$2,233,861
• Non-Homesteaded:	\$16,061,300
• Hotel:	\$18,819,400
• Office/Retail:	\$67,380,339
• Other Commercial:	\$28,556,141
• Ind/Manufacturing:	\$3,285,906
• Vacant Land:	\$4,393,849
• Hotel Rooms (#):	249
• Meeting Space (sf):	86,472
Municipal Parking Spaces:	2,664
• Garage Spaces:	2,440
• Surface Lot Spaces:	224

■ Ybor City II CRA

CRA Area (Acres) / City Area:	216 (0.20%)
CRA Base Year:	2002
Base Year Taxable Assessment:	\$41,516,535
FY11 Taxable Assessment:	\$59,452,817
Change From Base Year:	\$17,936,282 (43%)
FY11 TIF Revenue (@95%):	\$198,736
Property Profile:	FY11 Tax Base
• Homesteaded:	\$5,727,824
• Non-Homesteaded:	\$19,244,050
• Office/Retail:	\$10,894,529
• Other Commercial:	\$3,717,020
• Ind/Manufacturing:	\$12,331,541
• Vacant Land:	\$7,537,853

■ Channel District CRA

CRA Area (Acres) / City Area:	221 (0.20%)
CRA Base Year:	2003
Base Year Taxable Assessment:	\$39,869,871
FY11 Taxable Assessment:	\$275,327,869
Change From Base Year:	\$235,457,998 (591%)
FY11 TIF Revenue (@95%):	\$2,608,906
Property Profile:	FY11 Tax Base
• Homesteaded:	\$10,084,376
• Non-Homesteaded:	\$208,238,635
• Office/Retail:	\$4,804,662
• Other Commercial:	\$5,928,445
• Ind/Manufacturing:	\$30,896,451
• Vacant Land:	\$15,375,300
• Garage Parking Spaces (<i>Port Authority</i>):	2,720

	Downtown CRA	
	Core	Non-Core
	<i>(in thousands)</i>	
REVENUES		
Increment revenues		
from taxing authorities	\$ 2,253	\$ 10,996
Investment earnings	49	115
	<u>2,302</u>	<u>11,111</u>
EXPENDITURES		
Operating - staff, contracts		
and professional services	130	272
Debt Service	2,680	10,840
Capital Outlay	17	0
Total Expenditures	<u>2,827</u>	<u>11,112</u>
REVENUES LESS EXPENDITURES	(525)	(1)
BEGINNING FUND BALANCE	852	(2)
ENDING FUND BALANCE	\$ 327	\$ (3)

	Ybor City CRA	
	Ybor I	Ybor II
	<i>(in thousands)</i>	
REVENUES		
Increment revenues		
from taxing authorities	\$ 1,163	\$ 199
Investment earnings	0	0
	<u>1,163</u>	<u>199</u>
EXPENDITURES		
Operating - staff, contracts		
and professional services	1,054	352
Debt Service	332	0
Capital Outlay	3	78
Total Expenditures	<u>1,389</u>	<u>430</u>
REVENUES LESS EXPENDITURES	(226)	(231)
BEGINNING FUND BALANCE	409	657
ENDING FUND BALANCE	\$ 183	\$ 426

	Channel District CRA
	<i>(in thousands)</i>
REVENUES	
Increment revenues	
from taxing authorities	\$ 2,609
Investment earnings	(1)
	<u>2,608</u>
EXPENDITURES	
Operating - staff, contracts	
and professional services	410
Debt Service	0
Capital Outlay	3,616
Total Expenditures	<u>4,026</u>
REVENUES LESS EXPENDITURES	(1,418)
BEGINNING FUND BALANCE	4,178
ENDING FUND BALANCE	\$ 2,760

■ Drew Park CRA

CRA Area (Acres) / City Area:	829 (0.76%)
CRA Base Year:	2003
Base Year Taxable Assessment:	\$168,033,380
FY11 Taxable Assessment:	\$222,377,195
Change From Base Year:	\$54,343,815 (32%)
FY11 TIF Revenue (@95%):	\$602,137
Property Profile:	FY11 Tax Base
• Homesteaded:	\$2,505,442
• Non-Homesteaded:	\$6,941,101
• Office/Retail:	\$79,081,942
• Ind/Manufacturing:	\$133,088,264
• Vacant Land:	\$760,446
• Hotel Rooms (#):	334
• Meeting Space (sf):	19,856

■ East Tampa CRA

CRA Area (Acres) / City Area:	4,817 (4.41%)
CRA Base Year:	2003
Base Year Taxable Assessment:	\$492,472,827
FY11 Taxable Assessment:	\$565,212,131
Change From Base Year:	\$72,739,304 (15%)
FY11 TIF Revenue (@95%):	\$805,961
Property Profile:	FY11 Tax Base
• Homesteaded:	\$107,550,078
• Non-Homesteaded:	\$173,103,035
• Office/Retail:	\$219,207,506
• Ind/Manufacturing:	\$46,632,554
• Vacant Land:	\$18,718,958
• Hotel Rooms (#):	300
• Meeting Space (sf):	5,000

■ Tampa Heights Riverfront CRA

CRA Area (Acres) / City Area:	77 (0.07%)
CRA Base Year:	2005
Base Year Taxable Assessment:	\$8,464,415
FY11 Taxable Assessment:	\$18,437,313
Change From Base Year:	\$9,972,898 (118%)
FY11 TIF Revenue (@95%):	\$99,623
Property Profile:	FY11 Tax Base
• Homesteaded:	\$704,868
• Non-Homesteaded:	\$483,575
• Office/Retail:	\$7,171,774
• Ind/Manufacturing:	\$47,614
• Vacant Land:	\$10,029,482
• Meeting Space (sf):	24,132

■ Central Park CRA

CRA Area (Acres) / City Area:	143 (0.13%)
CRA Base Year:	2006
Base Year Taxable Assessment:	\$6,701,795
FY11 Taxable Assessment:	\$7,024,999
Change From Base Year:	\$323,204 (5%)
FY11 TIF Revenue (@95%):	\$3,581
Property Profile:	FY11 Tax Base
• Homesteaded:	\$129,997
• Non-Homesteaded:	\$2,728,258
• Office/Retail:	\$3,050,419
• Vacant Land:	\$1,16,325

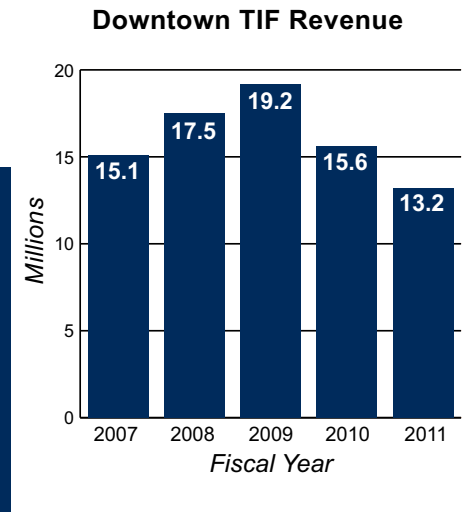
Drew Park CRA	
<i>(in thousands)</i>	
REVENUES	
Increment revenues from taxing authorities	\$ 602
Investment earnings	0
	<u>602</u>
EXPENDITURES	
Operating - staff, contracts and professional services	191
Capital Outlay	126
Total Expenditures	<u>317</u>
REVENUES LESS EXPENDITURES	285
BEGINNING FUND BALANCE	<u>2,404</u>
ENDING FUND BALANCE	\$ 2,689

East Tampa CRA	
<i>(in thousands)</i>	
REVENUES	
Increment revenues from taxing authorities	\$ 806
Investment earnings	49
	<u>855</u>
EXPENDITURES	
Operating - staff, contracts and professional services	974
Capital Outlay	2,287
Total Expenditures	<u>3,261</u>
REVENUES LESS EXPENDITURES	(2,406)
BEGINNING FUND BALANCE	<u>10,379</u>
ENDING FUND BALANCE	\$ 7,973

Tampa Heights Riverfront CRA	
<i>(in thousands)</i>	
REVENUES	
Increment revenues from taxing authorities	\$ 100
Investment earnings	0
	<u>100</u>
EXPENDITURES	
Operating - staff, contracts and professional services	77
Capital Outlay	0
Transfer to Capital Projects Fund	263
Total Expenditures	<u>340</u>
REVENUES LESS EXPENDITURES	(240)
BEGINNING FUND BALANCE	<u>322</u>
ENDING FUND BALANCE	\$ 82

Central Park CRA	
<i>(in thousands)</i>	
REVENUES	
Increment revenues from taxing authorities	\$ 4
Investment earnings	0
	<u>4</u>
EXPENDITURES	
Operating - staff, contracts and professional services	4
Total Expenditures	<u>4</u>
REVENUES LESS EXPENDITURES	0
BEGINNING FUND BALANCE	<u>(1)</u>
ENDING FUND BALANCE	\$ (1)

Downtown continues building its reputation as a high-caliber urban center that features quality residential, commercial, and recreational assets. Sage Partners completed the 120-unit Metro 510 workforce housing development and USF began constructing the \$30 million Center for Advanced Medical Learning and Simulation. Downtown hosted the World Dragon Boat Racing Championship, the Twilight Criterium, and a number of other exciting activities. Investments taking place in preparation for the 2012 Republican National Convention will accelerate redevelopment and further strengthen Tampa as Florida's West Coast leader for business, cultural amenities, convention activities, and urban living.



Highlights 2011

Private Sector Investment

- Sage Partners purchased the former St. Paul's AME Church property for the construction of Metro 510, a 120-unit workforce housing project. The group also purchased and completely renovated the adjacent Methodist Tower senior housing complex, and renamed it Vista 400.
- In-Rel Properties purchased Rivergate Tower and announced plans to renovate and aggressively lease the office space.
- Renovation of the Hotel Floridan continued.
- Downtown continued to attract a number of new restaurants, including Pizza Fusion and Kurdi's Fresh Mediterranean Grill.

TIF and non-TIF Funded Capital Improvements

- USF began constructing the \$30 million Center for Advanced Medical Learning and Simulation (CAMLS). CAMLS will bring healthcare professionals from around the world to receive training in the latest surgical technology and medical risk management practices.
- The City completed the \$17.5 million UCAP water main replacement project.
- An architect and contractor were hired to convert Zack St. to the Promenade of the Arts.



“Tampa’s vibrant downtown filled with fantastic museums, restaurants, and parks along with the support of every level of City staff were key components in Sage Partners’ decision to develop Metro 510, the first workforce housing community in the urban core of Tampa. We are so pleased with the success of Metro 510 that we are currently seeking the next opportunity to invest in downtown Tampa.”

– Debra F. Koehler, President, Sage Partners, LLC



- The extension of the Tampa-Ybor Historic Electric Streetcar was completed, enabling passengers to travel from Downtown through Channelside to Ybor City.
- HART presented the MetroRapid North-South final design concept to the public. The new service route will run along N. Nebraska Avenue from Downtown to Fletcher Avenue.

Notable Events, Programs, and Services

- Curtis Hixon Waterfront Park continued to evolve as the central gathering place for outdoor entertainment and recreational activities.
- The Glazer Children’s Museum exceeded its first year attendance goal within nine months of opening.
- Tampa hosted the World Dragon Boat Racing Championship which attracted thousands of visitors to Downtown.
- The Downtown CRA continued its support of Downtown activities, including ArtLOUD, the Twilight Criterium, the Downtown Market, and the Friday Extra Concert Series.
- City staff began implementing the HUD Challenge Grant scope of work for the Nebraska-Hillsborough Avenue Primary Corridor Master Plan to promote transit-oriented development in downtown and the surrounding communities.

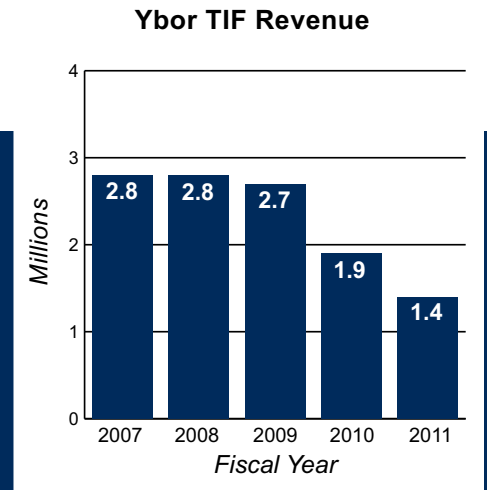


Looking Forward

- The completion and opening of Metro 510.
- The completion and opening of CAMLS, as well as the new business activity that it will generate.
- The completion and grand re-opening of Hotel Floridan.
- Prepare for the 2012 Republican National Convention and the Red Bull Flutag.
- Support HUD Challenge Grant work plan implementation as it relates to Downtown.
- Support construction of HART’s MetroRapid North-South bus line on the north end of Downtown.
- Start of construction on the Classic Federal Courthouse as it transforms into a boutique hotel.
- The privately funded \$40 million renovation of the Tampa Bay Times Forum.



The exciting traditions of Ybor City continue to attract millions of visitors to the national historic landmark district each year. Hand-rolled cigars, international cuisine and truly unique special events – it’s all here in Ybor City. Recent historic building preservation and façade improvement initiatives are helping to ensure that the area’s unique architectural character remains alive and well, and new business ventures are helping to grow the local economy. Whether its food, fun, or business opportunities, Ybor City has something adventurous to suit every style and flavor.



Highlights 2011

Private Sector Investment

- Several new and expanded businesses opened in the historic district including Tricycle Studios, BioScript Pharmacy, Metro Wellness Center, Sunday’s Fine Dining, Amphitheatre on 7th, The Stone Soup Company, Screening One, Bradley’s on 7th, The Dog’s Bollocks, Rudely Elegant Retail Shop, Segway Tours, Therxservices, The Laughing Cat, Hot Willy’s, Dogwater Café, Florida Business Interiors, Savtira, Innovaro, Orpheum, Zoya Shisha Lounge, Gametime, Transworld Futures, Salt Construction, The Molding Depot, JJ’s Café, The Relevant Church, The Underground Church, and The Attic on 7th.
- The Church of Scientology invested approximately \$14 million in the acquisition and renovation of the historic Ybor Square building.
- CRA Façade Grant Program was used to leverage approximately \$647,000 of private investment. Coupled with about \$200,000 in TIF matching funds, these dollars made possible the reactivation of vacant storefronts and helped diversify land and building uses.

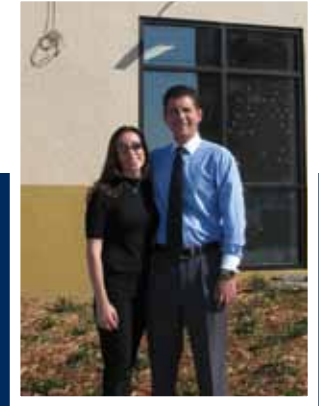
TIF and non-TIF Funded Capital Improvements

- The Agency invested \$100,000 of TIF funds to replace deteriorated sidewalk pavers on 7th Avenue.
- The Agency invested \$53,000 of TIF funds in district-wide streetscape improvements including signage, tree replacement, sidewalk repair, and landscaping.
- The Agency invested \$82,226 of TIF funds to replace 72 benches along 7th Avenue and in Centennial Park.



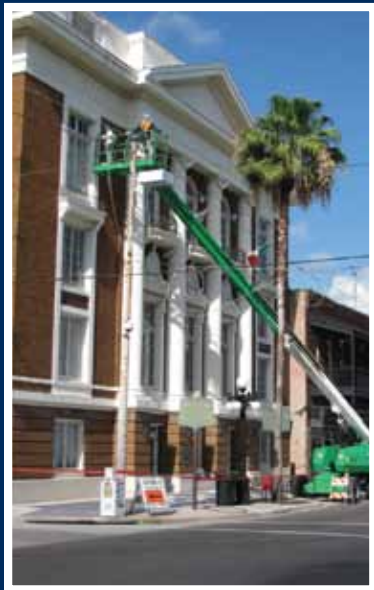
“When we bought the vacant property at 1802 East 3rd Avenue in Ybor City, we knew it would be the perfect home for our medical staffing business. We love Ybor City’s historic charm and its proximity to everything. We could not be more pleased with the way the building has turned out although the costs exceeded our original budget. The City’s Façade Grant really helped make this project a reality and now we are proud Ybor property owners.”

– Art and Nancy Killian, Business/Property Owners, Therxservices LLC



Notable Events, Programs, and Services

- From 2003 to 2011, Ybor City’s overall crime rate decreased 82.8% for Part 1 crimes and 45% for Part 2 crimes.
- Ybor’s daytime and early evening economy was stimulated through family oriented art & cultural events funded through the YCDC Special Event Co-Sponsorship Program.
- A proactive Ybor City Business Assistance Program assisted businesses with on-site counseling and a model business incubation plan.
- The Ybor CRA hosted its second Concierge Marketing Event to improve partnerships and public relations with regional hospitality institutions.
- The YES Team and Ybor Ambassador Program continued to ensure district cleanliness and positive experiences for visitors.
- CTTV’s Ybor Flavors remained a popular outlet for showcasing the many restaurants, entertainment venues, and events in the district.
- A “no” transportation impact fee zone was re-established to attract private investment.
- The Agency successfully implemented several new parking programs including the New Ybor District Parking Lot Standards and new lunchtime hour parking spaces.



Looking Forward

- Initiate dialogue for the extension of the CRA 1 Plan and its Tax Increment Fund (TIF) that expires June 2015.
- Utilize the Ybor City Task Force to implement crime reduction strategies and coordinate the enforcement of City regulations.
- Create jobs and reduce vacancies through innovative small business assistance programs, community partnerships, the façade grant program, and district promotions to help foster retail, arts, restaurant, and residential uses.
- Administer the annual Special Events Co-Sponsorship Grant Program to attract daytime and early evening visitors to Ybor City.
- Implement a new Residential Marketing Campaign to attract new residents and residential development to the historic district.
- Market Ybor City through creative partnerships, outreach programs, holiday decorating, and continue to promote the area as a clean, attractive and friendly place to live, work and visit.
- Continue to invest in district-wide streetscape and landscape improvement projects to maintain the historic district aesthetics.
- Prepare for the 2012 Republican National Convention.
- Partner with FDOT and City departments on planning for improvements (beautification and traffic calming) to 21st and 22nd Streets as a result of the new Crosstown Connector.
- Coordinate with City staff on streamlining City development regulations and procedures as well as implementing the HUD Challenge Grant for the Nebraska- Hillsborough Avenue Primary Coordinator Master Plan.

channel district

The Channel District continues its transformation from a warehouse and distribution center to a residential, arts, and entertainment area. StageWorks Theatre opened a 99-seat theater in the Grand Central at Kennedy and Related Development announced plans to construct a 360-unit apartment complex. The City started construction of the Washington Street Park and also completed a number of significant infrastructure improvements throughout the area. These amenities and improvements are certain to attract additional investments to this exciting and dynamic urban neighborhood.

Highlights 2011

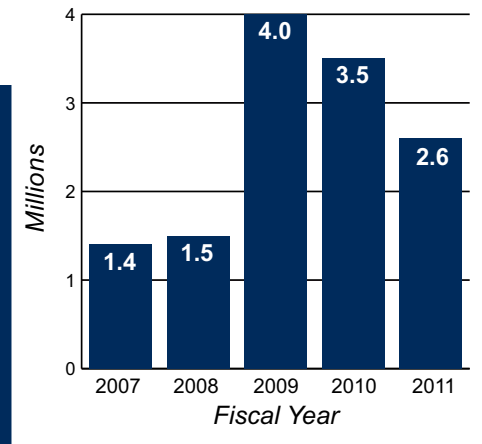
Private Sector Investment

- Related Development purchased 5.8 acres of land and announced plans to build a 360-unit apartment complex.
- Crescent Heights purchased the Slade residential complex from Wells Fargo Bank.
- St. Leo University leased 16,000 square feet of office and classroom space in Grand Central at Kennedy.
- Stageworks Theatre, with the support of TIF funds, opened a 99-seat theater in Grand Central at Kennedy.

TIF and non-TIF Funded Capital Improvements

- The Agency funded \$9.5 million of improvements to the district including the York Street stormwater vault, streetscape improvements, and the undergrounding of power lines.
- The Agency purchased land and funded the construction of the Washington Street Park.

Channel District TIF Revenue



“Our new rental community at the corner of Meridian Avenue and Whiting Street, with its integrated urban parkway, will compliment the neighborhood flavor of the Channel District and provide a wonderful sense of place for its residents. We appreciate the assistance provided by City officials and staff for helping us move this exciting project through the approval process, and we look forward to welcoming our new residents in 2013.”

– Steve Patterson, President, Related Development



Notable Events, Programs, and Services

- The Towers of Channelside became the first large residential property to sellout and have the residents take over management of the building.
- Powerhouse Gym announced its fifth facility expansion.

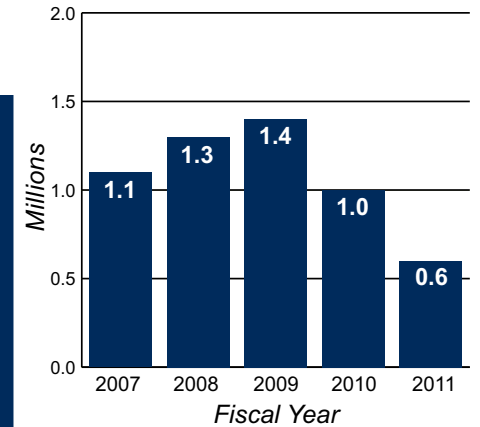
Looking Forward

- The opening of the Washington Street Park.
- The commencement of construction of the Related Development’s project.
- Improvements to Kennedy Boulevard, including additional landscaping, pedestrian safe havens and medians.
- Encouraging the development of additional residences and businesses throughout the district.
- Prepare for 2012 Republican National Convention.



Drew Park's close proximity to Tampa International Airport, Hillsborough Community College, professional sports and recreational facilities, and major employers, ideally positions the area for redevelopment activity. As one of the few remaining areas within Tampa with relatively affordable industrial land and space, the area continues to attract residents and businesses. The new Mercedes-Benz dealership opened, as did Precision Automotive and Landers Steakhouse. Capital improvement projects and workforce housing development initiatives, together with planned park and streetscape improvements are keeping redevelopment momentum moving forward.

Drew Park TIF Revenue



Highlights 2011

Private Sector Investment

- The new 79,000 square foot Mercedes-Benz of Tampa dealership opened in January 2011 at the intersection of MLK Blvd. and Dale Mabry Hwy. The state-of-the-art facility also houses Artista's Coffee Shop providing job opportunities for adults with autism.
- Precision Automotive Center opened a new dealership in July 2011 selling pre-owned Motor Trend Certified vehicles in the former location of the Mercedes-Benz dealership at 4636 N. Dale Mabry Hwy.
- Entities associated with Forge Capital Partners acquired Horizon Park Shopping Center for \$18,900,000 in July 2011. The 215,713 SF center is anchored by Babies 'R Us, Northern Tool and Equipment, Office Depot, Save A Lot and Guitar Center.
- Landers Steakhouse, a full service restaurant serving lunch, dinner, and private parties, opened in Spring 2011 at 4744 N. Dale Mabry Hwy. in the space formerly occupied by Sam Seltzer's.

TIF and non-TIF Funded Capital Improvements

- The City completed a major repaving project in July 2011 that included the long awaited repaving of Lois Avenue. The \$850,000 project utilized non-TIF funds and also included the repaving of Grady and Ohio Avenues, Church Street, and a major portion of Tampa Bay Boulevard west of Lois.



“I opened Quality Rollers in Drew Park in 1990. It is a central location for us to serve our customers and we have easy access to anywhere we need to go. We recently took advantage of the Façade Improvement Program which was simple to use. Our building looks great and I’ve seen many other improvements in the area. Quality Rollers has been successful in Drew Park and we look forward to many more years here.”

– Carlos Nunez, Sr., President/CEO, Quality Rollers of Tampa



- The Drew Park CRA initiated development of a Streetscape and Beautification Master Plan slated to be completed in September 2011. The Plan will guide improvements to Drew Park for years to come and will include both short and long term projects focused on major corridors.
- Plans were completed for Phase 1 of the Stormwater Improvement Project to expand the retention pond north of the Drew Park CRA.

Notable Events, Programs, and Services

- Funding from the Drew Park TIF provided the Tampa Police Department with two specially equipped bikes for additional patrol capability within Drew Park and to improve officers’ accessibility to the community.
- The Drew Park TIF funded the County’s Small, Minority Business Development Section (SMBDS) to provide business development services to Drew Park businesses at no charge. SMBDS representatives visited businesses to provide individual counseling and workshops were also offered within the community.
- Two applications were approved and one project was completed through the Business Façade Improvement Grant Program. Additional applications are pending.
- The Drew Park CRA Code Enforcement Subcommittee developed a strong working relationship with the City’s Code Enforcement Division resulting in assignment of a “liaison” officer to the area and enhancing education of the community on code compliance.

Looking Forward

- Begin construction of the Stormwater Project Phase I pond improvements in late 2011.
- Begin design of Phase II Stormwater improvements involving the distribution system along Lois and Grady Avenues. \$8 million has been secured from SWFWMD for the project to be matched by the City.
- Begin construction of priority elements from the Streetscape and Beautification Plan improvements.
- Continue business development programs that support job creation through the Façade Improvement Grant Program and counseling and technical assistance provided by the Small Business Information Center.
- Initiate an education program to assist businesses and residents with code compliance.



East Tampa is ideally situated between Downtown, the Port of Tampa and the University of South Florida and offers convenient access to three interstates and Tampa International Airport. The community continues to attract private sector investment throughout the 7.5 square-mile area, including the Yummy House Restaurant and a new Family Dollar retail store. The City remains committed to investing in significant public safety, as well as aesthetic and infrastructure improvements, including the on-going construction of the North 22nd Street improvement project and the installation of public art in the East Court Plaza at the TPD District III office. East Tampa is moving forward as a great place for redevelopment investment.

Highlights 2011

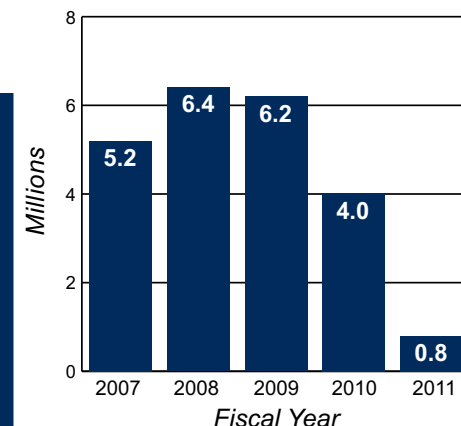
Private Sector Investment

- The \$2.5 million Yummy House Chinese restaurant opened on Hillsborough Avenue.
- Family Dollar completed its \$1.5 million retail store at 15th Street and Dr. Martin Luther King, Jr. Boulevard.
- Salem's Sandwich Shop opened a new \$200,000 facility at 40th Street and Hillsborough Avenue.
- Suncoast Retail Center invested over \$150,000 to rehabilitate and expand its facility at 26th Avenue and 22nd Street.
- Aliana Meat Market invested approximately \$50,000 in property renovations at Dr. Martin Luther King, Jr. Boulevard and 22nd Street.
- Tampa Family Health Centers opened its seventh health care facility at Osborne Avenue and N. 22nd Street. The 15,000 square foot facility received \$1.3 million of federal stimulus funding towards the \$3.8 million in construction costs.

TIF and non-TIF Funded Capital Improvements

- Construction of the \$1.3 million TIF-funded North 22nd Street Enhancement Project was completed from Dr. Martin Luther King, Jr. Boulevard south to Lake Avenue (Phase I)
- The design of the \$1.8 million stormwater remediation project to address flooding issues in the vicinity of 30th Street and Hillsborough Avenue was completed.
- The Agency invested approximately \$500,000 of TIF funds to resurface deteriorating streets in four residential neighborhoods.
- \$4.4 million in Neighborhood Stabilization Program 2 grant funds is being used to rehabilitate the 55-unit Elizabeth Arms Apartment at 40th Street and Carnegie Court.
- The City began constructing the \$3.4 million North 22nd Street Enhancement Project from Lake Avenue south to 21st Avenue (Phase II). Design of Phase III is underway.

East Tampa TIF Revenue



“It’s our belief that East Tampa provides an outstanding opportunity for investment. East Tampa is a terrific place to work, learn and play. My children were all educated in this community and I want them to have the opportunity for quality employment and places that enrich their life style.”

– Mr. Tony Leung, Yummy House & Country Pumpkin Investor



Notable Events, Programs, and Services

- Six murals reflecting the community of East Tampa were completed in the East Court Plaza adjacent to TPD III.
- Crime reduction efforts by the Tampa Police Department contributed to an 11.8% reduction in Part I Crimes from October 2010-July 2011, compared to October 2009-July 2010.
- Since October 2010, the Environmental Crimes Unit (ECU) arrested 4 felony and 3 misdemeanor violators and assisted in the removal of more than 32.2 tons of debris from East Tampa neighborhoods.
- The Clean City Division completed its sixth year of the “Summer Youth Program,” employing 10 East Tampa youths. The Clean City team also assisted the Environmental Crimes Unit with removal of debris and illegal dumping.
- The Agency invested \$290,000 of TIF funds under the Foreclosure Acquisition and Rehabilitation program to renovate 10 single family homes.
- The Agency invested \$63,750 of TIF funds to partner with the Hillsborough County Small Business Investment Center in providing on-site counseling services and community workshops for small businesses.
- The Agency invested \$261,000 of TIF funds under the Business Façade Improvement program to rehabilitate seven storefronts.
- The Agency invested \$40,000 of TIF funds in a collaborative effort with the CDC of Tampa and EnviroFocus, Inc. to provide job training and hiring of 20 community residents.
- City staff began implementing the HUD Challenge Grant scope of work for the Nebraska-Hillsborough Avenue Primary Corridor Master Plan to promote transit-oriented development in East Tampa and the surrounding communities.
- HART presented the MetroRapid North-South final design concept to the public. The new service route will run along N. Nebraska Avenue from downtown to Fletcher Avenue.

Looking Forward

- Opening of the \$2 million Seminole Heights Professional Center.
- Complete Phase II of the N. 22nd Street Enhancement Project.
- Continue the TIF-funded Acquisition Rehabilitation Foreclosure Program for single-family homes.
- Begin stormwater improvements at 30th Street and Hillsborough Avenue.
- Continue the Façade Grant Program to provide matching grants to businesses for storefront improvements
- Continue EPA Brownfield Assessment Grant activities by conducting outreach and education activities, identifying potential properties for redevelopment and conducting environmental assessments.
- Install pedestrian lighting at the Cole Community Lake on Martin Luther King Jr. Boulevard.



tampa heights riverfront

Tampa Heights Riverfront's close proximity to Downtown makes this area a prime location for private sector investment. The City laid the foundation for the redevelopment of Water Works Park to begin in 2012 and for the historic Water Works building to be transformed into a destination restaurant. Located just a short distance along the Hillsborough River and the Tampa Riverwalk from the David A. Straz Performing Arts Center, the Tampa Museum of Art, the Glazer Children's Museum and the Curtis Hixon Waterfront Park, Tampa Heights Riverfront is destined to become a premier waterfront community.

Highlights 2011

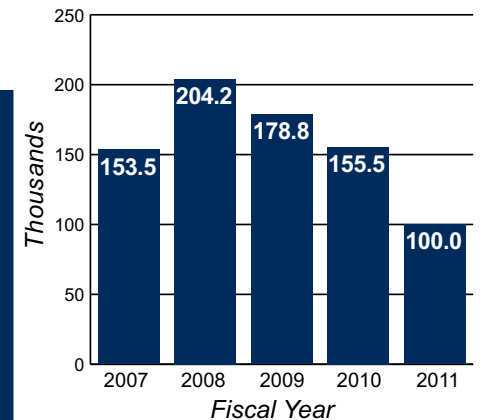
Private Sector Investment

- The May family completed construction of their new home on West Ross Avenue.
- Riverside Heights Holdings, LLC. took ownership of approximately 15 acres of the Heights property.
- Ottlite Technologies, Inc. relocated to the Beck Group office building and is occupying the 1st floor.
- Channelside Watersports opened on the Hillsborough River. The business offers a full array of watercraft for rent.

TIF and non-TIF Funded Capital Improvements

- Tampa City Council approved the transfer of remaining FY08/09 TIF funds to the Parks and Recreation Department for improvements to Water Works Park.

Tampa Heights Riverfront
TIF Revenue



“We searched every corner of Tampa Bay for the perfect spot to build our new home. We settled in the Tampa Heights Riverfront CRA because the neighborhood had everything we were looking for - a rich history, beautiful waterfront, old growth trees, and easy transportation access. We also like being close to Downtown and Ybor City. No other neighborhood in the region offers better amenities and potential than Tampa Heights.”

– Matt and April May, Residents



Notable Events, Programs, and Services

- The Beck Group constructed USF’s “Flex House” at the Water Works building site. The near net-zero energy mobile unit was transported to Washington D.C. for entry in the U.S. Department of Energy’s 2011 Solar Decathlon.
- Ecosphere Restoration Inc., under the direction of the Heights development manager, received a \$50,000 grant from the Southeast Aquatic Resources Partnership to fund the restoration of Ulele Spring in Water Works Park.
- TH-TAW, LLC and Land Assemble, LLC filed for bankruptcy. A positive aspect of the filing is that the ownership may be restructured in a way that will help the project move forward.
- The City released a RFP for the redevelopment of the historic Water Works building as a restaurant.

Looking Forward

- Work with the Heights owners to determine appropriate course for redevelopment efforts, including the status of the development agreement.
- Commence redevelopment of Water Works Park, including the restoration of Ulele Spring.
- Redevelopment of the Water Works building.



central park

Boasting great views of the Downtown skyline and convenient access to Tampa's urban job center, Ybor City and the Channel District, Central Park will soon be home to new residences, business opportunities and great recreational amenities. At the mixed-use Encore development, infrastructure construction neared completion and the stage was set for the 160-unit Ella senior apartment complex to go vertical. By blending the neighborhood's incredibly rich cultural history with the best principles of sustainable urban design, Encore's distinctive character will ignite the rebirth of the Central Park neighborhood.

Highlights 2011

Private Sector Investment

- The Encore development team invested significant resources in grant preparation, marketing efforts, and other activities aimed at maintaining development momentum at Encore.

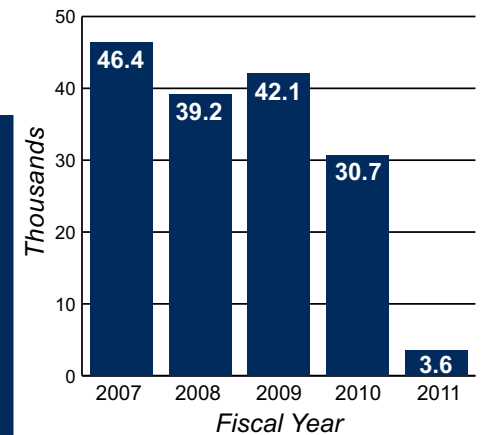
TIF and non-TIF Funded Capital Improvements

- The Encore development team virtually completed the installation of Encore's infrastructure utilizing \$28 million of federal Neighborhood Stabilization Program 2 grant funds.

Notable Events, Programs, and Services

- A groundbreaking ceremony was held for the 160-unit Ella senior apartment complex.
- The City selected Kimley-Horn & Associates as the design consultant for the redevelopment of Perry Harvey, Sr. Park.
- City staff began implementing the HUD Challenge Grant scope of work for the Nebraska-Hillsborough Avenue Primary Corridor Master Plan to promote transit-oriented development in Central Park and the surrounding communities.
- HART presented the MetroRapid North-South final design concept to the public. The new service route will run along N. Nebraska Avenue from downtown to Fletcher Avenue.

Central Park TIF Revenue



“The infrastructure for the \$450 million Encore development is nearing completion and the first apartment complex is under construction. Once completed, Encore will be a sustainable mixed-use community that will foster a sense of pride and be a place where working families can pursue their dreams and thrive.”

– David Iloanya, Director of Real Estate Development, Tampa Housing Authority



Looking Forward

- Support construction of The Reed and other vertical projects at Encore.
- Complete Perry Harvey, Sr. Park design work and begin construction.
- Support the HUD Challenge Grant work plan implementation as it relates to Central Park.
- Support construction of HART’s MetroRapid North-South bus line along N. Nebraska Avenue.
- Support private sector initiatives that might evolve.



City of Tampa, Florida
Schedule of Revenues, Expenditures, and Changes in Fund Balance
Community Redevelopment Agency - Tax Increment Financing
For the fiscal year ended September 30, 2011 (in thousands)

	Ybor	Downtown Core*	Downtown Non-Core*	East Tampa	Drew Park	Channel District	Ybor II	Tampa Heights Riverfront	Central Park	Total
REVENUES										
Tax Increment Revenues:										
Hillsborough County	\$ 470	\$ 1,063	\$ 4,998	\$ 397	\$ 296	\$ 1,284	\$ 98	\$ 44	\$ 2	\$ 8,652
City of Tampa	671	1,062	4,990	396	296	1,282	98	54	2	8,851
Hillsborough Transit Authority	0	0	408	0	0	0	0	0	0	408
Children's Board of Hillsborough County	0	93	435	0	0	0	0	0	0	528
Tampa Port Authority	22	35	165	13	10	43	3	2	0	293
Investment Earnings	0	49	115	49	0	(1)	0	0	0	212
Transfers In	0	0	0	0	0	0	0	0	0	0
Total Revenues	<u>1,163</u>	<u>2,302</u>	<u>11,111</u>	<u>855</u>	<u>602</u>	<u>2,608</u>	<u>199</u>	<u>100</u>	<u>4</u>	<u>18,944</u>
EXPENDITURES										
Current:										
City Staff	327	0	121	516	173	117	53	77	4	1,388
Contractual services and supplies	727	130	151	458	18	293	299	0	0	2,076
Debt Service:										
Principal and Interest	332	2,680	10,840	0	0	0	0	0	0	13,852
Capital Outlay:										
Land	0	0	0	389	0	0	0	0	0	389
Buildings and improvements	0	0	0	0	0	0	0	0	0	0
Improvements other than buildings	0	17	0	1,876	123	3,616	78	0	0	5,710
Road improvements	0	0	0	0	0	0	0	0	0	0
Stormwater improvements	0	0	0	0	0	0	0	0	0	0
Sidewalk improvements	0	0	0	0	0	0	0	0	0	0
Park and landscaping improvements	3	0	0	0	0	0	0	0	0	3
Furniture and equipment	0	0	0	22	3	0	0	0	0	25
Total Expenditures	<u>1,389</u>	<u>2,827</u>	<u>11,112</u>	<u>3,261</u>	<u>317</u>	<u>4,026</u>	<u>430</u>	<u>77</u>	<u>4</u>	<u>23,443</u>
EXCESS OF REVENUES OVER EXPENDITURES	<u>(226)</u>	<u>(525)</u>	<u>(1)</u>	<u>(2,406)</u>	<u>285</u>	<u>(1,418)</u>	<u>(231)</u>	<u>23</u>	<u>0</u>	<u>(4,499)</u>
OTHER FINANCING USES										
Loan Proceeds	0	0	0	0	0	0	0	0	0	0
Transfer to capital projects fund	0	0	0	0	0	0	0	(263)	0	(263)
Net change in fund balances	<u>(226)</u>	<u>(525)</u>	<u>(1)</u>	<u>(2,406)</u>	<u>285</u>	<u>(1,418)</u>	<u>(231)</u>	<u>(240)</u>	<u>0</u>	<u>(4,762)</u>
BEGINNING FUND BALANCES	<u>409</u>	<u>852</u>	<u>(2)</u>	<u>10,379</u>	<u>2,404</u>	<u>4,178</u>	<u>657</u>	<u>322</u>	<u>(1)</u>	<u>19,198</u>
ENDING FUND BALANCES (DEFICIT)	<u>\$ 183</u>	<u>\$ 327</u>	<u>\$ (3)</u>	<u>\$ 7,973</u>	<u>\$ 2,689</u>	<u>\$ 2,760</u>	<u>\$ 426</u>	<u>\$ 82</u>	<u>\$ (1)</u>	<u>\$ 14,436</u>
OUTSTANDING ENCUMBRANCES	<u>\$ 74</u>	<u>\$ 8</u>	<u>\$ 0</u>	<u>\$ 622</u>	<u>\$ 54</u>	<u>\$ 541</u>	<u>\$ 82</u>	<u>\$ 0</u>	<u>\$ 0</u>	<u>\$ 1,381</u>

* Note: The remaining principal outstanding on the City of Tampa 1991 Utility Tax and Special Revenue Refunding Bonds and the 2001B Utilities Tax and Special Refunding Bonds, to which tax increment revenues of this fund are pledged is \$57,055,000 as of September 30, 2011. During 2010, the Community Development Agency entered into a loan agreement for \$6 million to finance project costs in the Channel District. The principal outstanding, secured by tax increment revenues, is \$4,297,081 as of September 30, 2011

frequently asked questions about community redevelopment areas

What is a Community Redevelopment Area?

A Community Redevelopment Area (“CRA”) is a geographic area in which the physical and economic conditions meet the definition of slum or blight as provided in the State’s Community Redevelopment Act of 1969 (“Act”) that the local government formally designates for redevelopment. It is a powerful tool that Tampa and municipalities throughout Florida use to help persistently struggling commercial districts and neighborhoods.

What is the purpose of creating a Community Redevelopment Area?

The basic purpose of creating a CRA is to formally recognize that the designated area deserves dedicated resources to reduce and/or eliminate the conditions of slum/blight and to stimulate community and economic revitalization. A CRA is a long-term, 30-year commitment.

How is a CRA created?

The Act outlines the process for creating a CRA. First, a field study is conducted to document the slum/blight conditions in the area. If legally sufficient documentation is produced, the local government approves a resolution declaring that the area is appropriate for redevelopment under the Act. From there, the local government works with the community’s residents and stakeholders to create a CRA Plan for adoption by the local government.

Are there any special funding sources associated with a CRA?

Yes. The Act allows for the creation of a Tax Increment Financing (“TIF”) district within a CRA. When a CRA/TIF is created, the Property Appraiser “freezes” the value of the property in the CRA at its current level (often called

the “base value”). Annually thereafter, increases in property taxes collected above the base year amount (“increment”) are deposited in a trust fund and invested in CRA Plan initiatives. Increment revenues must be spent within the CRA in which they are generated.

Who governs CRA’s and TIF expenditures?

A Community Redevelopment Agency, as provided in the Act, governs community redevelopment areas. In Tampa, City Council serves as the Agency. The Council and Agency are separate and distinct governments with different functions and powers. The primary functions of the Agency are to oversee the implementation of CRA Plans and to administer TIF expenditures.

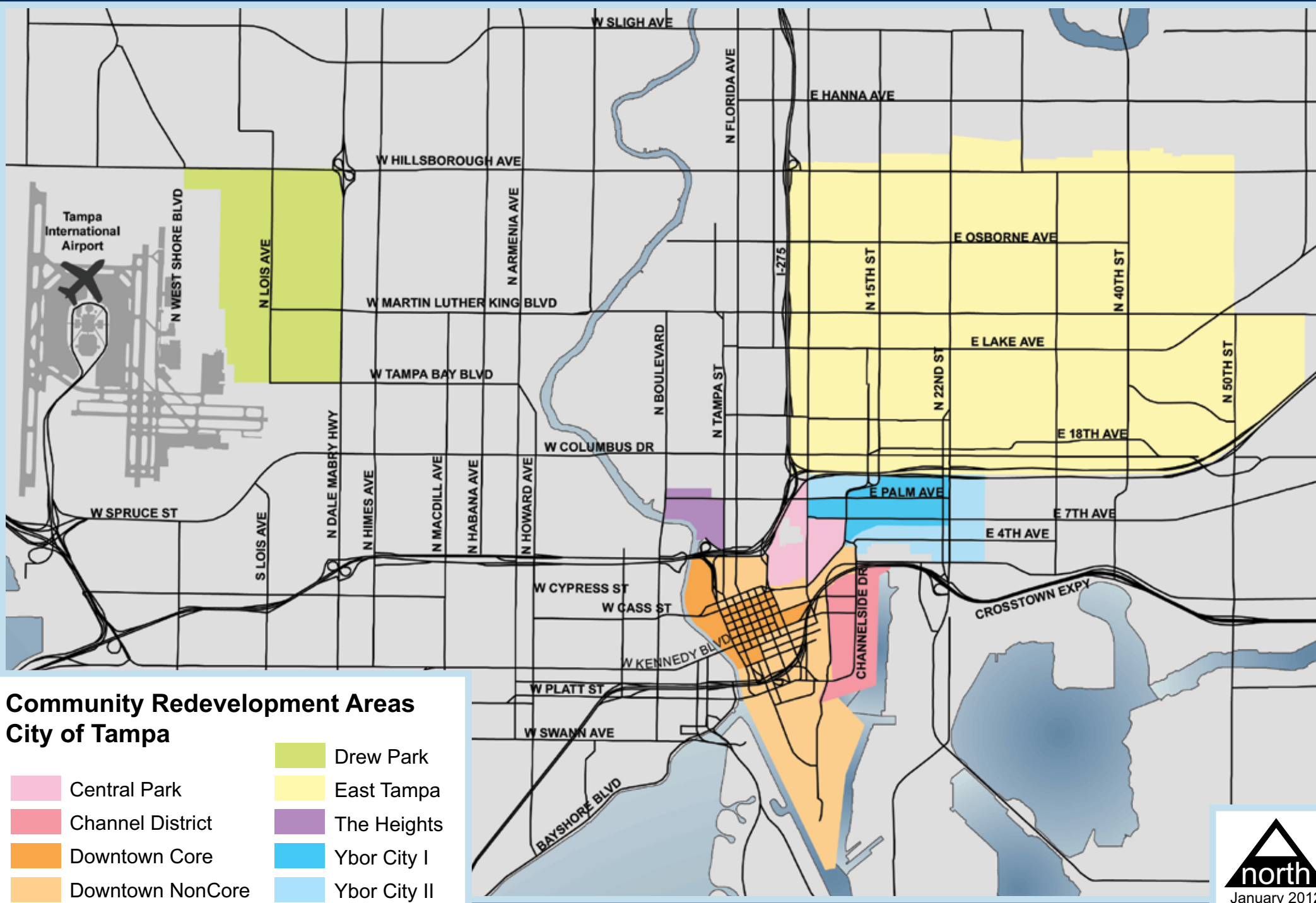
Are community members involved in the redevelopment process?

Yes. The Agency appoints community advisory committees to serve each redevelopment area. The committees meet regularly with city staff and other stakeholders to help prioritize redevelopment initiatives. Committee recommendations are then presented to the Agency for consideration.

For additional information, please contact

City of Tampa
Economic and Urban Development
306 East Jackson Street, 2N
Tampa, Florida 33602

(813) 274-8325
www.TampaGov.net/CRA



**Community Redevelopment Areas
City of Tampa**

- Drew Park
- Central Park
- Channel District
- Downtown Core
- Downtown NonCore
- East Tampa
- The Heights
- Ybor City I
- Ybor City II





City of
Tampa
Florida

Bob Buckhorn, Mayor
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