



*Transforming East Tampa
into a community of
vibrant residential,
business, social,
and cultural life.*

East Tampa PROGRESS REPORT December 2012

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East Tampa Development Division
3808 North 22nd Street
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Greetings East Tampa Partners! It's been a great year, and together, we have created new economic opportunities that will strengthen and grow this community.

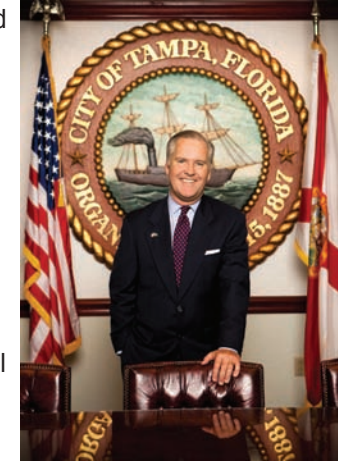
The Hillsborough Avenue and 30th Street flooding problems that plagued the area for decades are being eliminated thanks to the \$1.6 million investment from the East Tampa CRA TIF and the Southwest Water Management District. The Tampa Festival Centre opened additional office and retail space, a \$1 million expansion project. The 4600 East Hillsborough Avenue Retail Center did the same, opening 12,000 sq. feet of new commercial space in October.

In August, we erected a new playground at Ragan Community Park along with our partners at KaBOOM!, Humana, and the hundreds of neighborhood volunteers. The investment of \$200,000 will provide quality recreational and physical fitness equipment for kids and seniors from the surrounding neighborhoods to enjoy for years to come.

As I look forward to 2013, our work continues. The improvements to the 22nd Street corridor, when finished next year, will inspire additional private sector investment and opportunities.

I am confident that working together with all of you that East Tampa and your city will continue to see positive growth. I look forward to continuing our progress.

Sincerely,
Bob Buckhorn
Bob Buckhorn, Mayor



Country Pumpkin Café
The Country Pumpkin Café, offering three meals daily, opened on East Hillsborough Avenue as part of the \$2.5 million restaurant investment, in conjunction with Yummy House Bistro.



Tampa Festival Centre
Forge Capital Partners invested \$1 million to construct 12,000 sq. feet of office/retail lease space in the shopping center on Hillsborough Avenue. The addition of office space increases the mix of tenants both in the Centre and for the Hillsborough Avenue corridor. 8,000 square feet of the annex is being leased by a medical office.



4600 East Hillsborough Avenue Retail Center
Omar Mattar has invested \$1.6 million to construct 12,000 sq. feet of new commercial retail space that includes mobile phone, nail salon, coin operated laundry and grocery/meat market leased tenant space. The building construction was started in March 2012 and opened in December 2012.

N. 30th Street and Hillsborough Avenue Stormwater Project
In partnership with SWFWMD, the CRA invested \$1 million to remediate flooding in the vicinity of the farmer's market retail area at N. 30th Street and Hillsborough Avenue. In addition to flood water relief, the project makes additional land available for commercial use.

2012

22nd Street Enhancement Phase II
Segment A of Phase II was completed from E. 23rd Avenue to E. 26th Avenue, continuing the pedestrian, landscaping, and lighting improvements along the corridor. Segment B recently started construction with a TIF investment of \$920,000. The Phase III round-a-bout will start construction in January 2013.



Cole's Beauty & Barbershop
Robert Cole Sr. invested over \$60,000 along with a \$41,000 façade grant, to rehabilitate their aging facility on Dr. Martin Luther King Jr. Boulevard. The shop has a redesigned look with a new roofline and covered walkway.

Oriental Fish Company
\$65,000 investment, including \$27,800 façade grant, to upgrade the restaurant and seafood purveyor facilities. Improvements included the roof, windows, doors, parking lot, and sidewalk.

Housing Rehabilitation Program
\$290,000 of TIF investment to renovate ten single family homes completed under the Foreclosure Acquisition and Rehabilitation Program.

KaBOOM Playground at Ragan Park
KaBOOM playground was installed at Ragan Community Park through a partnership with Humana Healthcare, Inc., City of Tampa Parks & Recreation and the East Tampa Community Revitalization Partnership. This public/private partnership provided funding in excess of \$200,000. The playground and fitness equipment donated by Humana was valued at \$75,000. A total of 273 volunteers took part in the "Build Day" to make this dream a reality.

Commercial Façade Grant Program
The CRA invested \$127,000 of TIF funds under the Commercial Façade Improvement Program to facilitate the rehabilitation of four storefronts that leveraged \$534,000 in private investment.

2011



Yummy House Chinese Bistro

The 12,000-square-foot Yummy House Chinese Bistro restaurant opened on Hillsborough Avenue. The East Tampa Development Office assisted with identifying property and expediting construction for the \$2.5 million project.

First Façade Grant at Pepin Academy

The Pepin Academies Inc. became the first property to qualify for a façade grant in the amount of \$50,000, which was leveraged into a larger \$150,000 project that included interior and exterior rehabilitation. The façade portion included landscaping, upgraded front wall and an improved bus stop area.

Family Dollar

Family Dollar Stores, Inc. completed construction on the 14,000-square-foot retail store at 15th Street and Dr. Martin Luther King Boulevard. The new \$1.5 million store offers apparel, food, home décor, beauty and health products, and domestic and seasonal goods.

Small Business Education

On-site counseling services and community workshops for small businesses were provided through a partnership with the Hillsborough County Small Business Investment Center, which included the use of \$64,000 in TIF money.



Reflections of East Tampa

Six murals were completed and dedicated at the East Court Plaza adjacent to the Tampa Police Department District III Office. These murals reflect the positive images of the East Tampa community and feature family, church, music, baseball, community, and public safety.

Makeovers at Williams Park, Grant Park, and Oak Park

A coalition of businesses, City parks and recreation staff, and Metropolitan Ministries joined with Tampa Bay Community & Housing Partnership to spruce up East Tampa parks. A new roof on the recreation facility, new toilets and faucets were installed in the restroom, board games, basketballs, footballs and toys were donated at Williams Park. Grant Park and Oak Park received new sod, landscaping, pressure washing, and a fresh coat of paint.

Job Creation

As part of a collaborative effort with the CDC of Tampa and EnviroFocus, Inc., \$40,000 in TIF funds were provided for job training incentives and the employment of 20 community residents.



Tampa Family Health Center Clinic

Tampa Family Health Centers opened its seventh healthcare facility at Osborne Avenue and 22nd Street. The 15,000 square foot facility received \$1.3 million of federal stimulus funding to use toward the \$3.8 million construction costs.

22nd Street Enhancements Phase I

Construction of the \$1.3 million TIF-funded North 22nd Street Enhancement Project was completed. It spans from Martin Luther King, Jr. Boulevard south to Lake Avenue and includes new traffic signals, cross walks, paving, continuous sidewalks on the east side of the road, a trail on the west side, and upgraded drainage.

Street Resurfacing & Sidewalks

Over \$500,000 in TIF funding was invested in the community between 30th and 40th streets, north of Osborne, to resurface 35 blocks of deteriorating streets. An additional \$109,000 was used to build 10 blocks of sidewalk.

Affordable Multifamily Rental

The 55-unit Elizabeth Arms Apartment at 40th Street and Carnegie Court will be rehabilitated using \$4.4 million of the \$10 million Neighborhood Stabilization Program II grant funding.

2010

Completion of Giddens Park

Giddens Park underwent major improvements including a splash pond made possible through a donation from the F.E. Lykes Foundation, and \$95,000 in TIF revenues.

Tampa Festival Centre

Forge Capital Partners invests \$7 million to acquire and upgrade the Tampa Festival Centre.

North 22nd Street Enhancements

The \$1.3 million project included vehicle, bicycle, and pedestrian improvements such as curbs, sidewalks, landscaping, irrigation, decorative crosswalks, lighting, and upgrades to traffic signals.

NSP2 Funds Award

East Tampa partnered with the Housing and Community Development Division to implement the \$10 million in Neighborhood Stabilization Program funds.

Residents Honored

The 18th Avenue Park was officially renamed in honor of Alfred "Al" Barnes, Jr., one of Hillsborough County's pioneering black educators for nearly 40 years.

The Fair Oaks Community Lake was renamed in honor of Herbert D. Carrington, Sr., who passed away in 2006 at the age of 107.



Salem's Gyro & Subs III

The owners invested \$125,000 to build a new restaurant that expanded seating.

Zagora Retail Center

The owners invested \$1 million to build the center.

Bible Truth Ministries

Bible Truth Ministries' H.O.P.E Center offers a school, daycare, meeting space, after-school programs, and playground facilities.



Quality Inn & Suites

Quality Inn & Suites invested \$4 million in the East Tampa community. As part of the public/private partnership, the CRA invested \$550,000 of TIF funds to upgrade the streets, landscaping, and sidewalks.

The Suncoast Retail Center

The retail center doubled its tenant space and upgraded its façade and parking area.

Ella's Restaurant

Ella's opened on N. Nebraska Avenue, providing a full-service evening restaurant.

East Tampa Weed n' Seed II

The City accepted the \$100,000 East Tampa II Weed n' Seed Grant. Weed n' Seed is a federal initiative to "weed" out the most violent crimes in the community, while simultaneously "seeding" in social intervention programs and economic revitalization strategies.

Planning Commission Recognized East Tampa Planning and Redevelopment Efforts

East Tampa was awarded the 2010 Award of Merit for the East Tampa Strategic Action Plan and the Award of Excellence for the Robert L. Cole Sr., Community Lake.

2009

Environmental Crimes Unit

Since August 2009, the Environmental Crimes Unit made 17 arrests, issued 12 civil citations, seized five vehicles, and removed over 50,975 lbs of debris from the community.

City Receives Another EPA Brownfield Assessment grant: \$400,000

The City of Tampa received another \$400,000 Brownfield Assessment Grant from the EPA. The funds were allocated to address environmental site assessments in East Tampa and other city-wide locations.

Sidewalks for Children

Sidewalks leading to 10 schools were installed for the safety of the children walking to and from school - a \$450,000 TIF investment.

Creating Economic Development Opportunities

The City acquired five parcels using \$302,000 in TIF funds to encourage future redevelopment along the North 22nd Street corridor.

Street Resurfacing

Over 40 blocks were resurfaced in the Rainbow Heights neighborhood - a \$600,000 TIF investment.

Chloe Coney Urban Enterprise Center

The City provided \$250,000 in CDBG funds to support the building of 10,000 square-foot, \$2.6 million facility.



Robert L. Cole, Sr. Community Lake

The retention pond was converted into a community lake featuring a covered two-story observation tower, pier, boardwalk and walking path. The cost of this project was \$1.1 million in TIF funding.

Drug Abuse Comprehensive Coordinating Office, Inc. (DACCO)

DACCO opened its \$16.3 million, 65,000 square-foot Center for Behavioral Health.

Fifth Third Bank

The CRA assisted in the fast-tracking of the construction for the \$3 million Fifth Third Branch.

2003-2008

City of Tampa Housing Rehabilitation Program Renovated 85 Homes with \$1.0 million in TIF funding

Fair Oaks Community Lake Completed at 34th street

Tampa Police Department District III Police Station opens

Grant Park Resurfacing of over 80 blocks with \$300,000 in TIF funding

Lake Avenue Streetscape Enhancements

East Tampa Environmental Detectives Program Established with \$250,000 of TIF funds

V.M. Ybor Neighborhood Road Resurfacing with \$531,000 of CDBG funds

Gene's Bar Property Cleared

Highland Pines Park Activity Center built with \$600,000 of TIF support

East Tampa Summer Youth Program established

Centro Place, Park Terrace, Brandywine, and Meridian Pointe Apartments Create 875 Affordable Housing Units

City Receives \$600,000 in EPA Grants

Highland Pines Traffic-calming installed

The East Tampa community, encompassing over seven square miles, is a vibrant, neighborhood full of cultural diversity and historical significance. In May 2004, the City of Tampa and residents of East Tampa developed a 30-year Community Redevelopment Plan that set forth a new vision for the area, while identifying general revitalization and redevelopment initiatives. Since then, more than \$27.2 million in Tax Increment Financing (TIF) revenues have been generated for reinvestment in East Tampa. Additionally, the Tampa Police Department has been dedicated to reducing crime and they have focused much effort on making East Tampa safer. Crime has dropped 56% in East Tampa since 2003 and the officers have formed a real partnership with the community.