



# Historic Belmont Heights Baseball Park Gets a Face Lift



From Left to Right: Toni Watts, CDC of Tampa, Inc.; Mayor Pam Iorio; Belmont Heights Little League Volunteer; Chloe Coney; Councilwoman Gwen Miller; and Senator Les Miller.

The 2006 Community Build Day provided funding and volunteers to help the CDC of Tampa restore a local ballpark. On Saturday, August 5, 2006, more than 150 corporate and

community volunteers joined Belmont Heights Little League parents, children and the CDC of Tampa, Inc. to restore the Belmont Heights Baseball Field in East Tampa. Mayor Pam Iorio,

Councilwoman Gwen Miller and Senator Les Miller were there for the opening ceremony. The makeover included repairing and painting the field's concessions stands, bathrooms, sidewalks and dugouts. New sod was installed and fencing replaced.

The CDC of Tampa was awarded a \$35,000 grant for this project from participating Financial Services Roundtable (FSR) companies in the Tampa Bay area, including BB&T, New Century Financial Corp., Northern Trust, Raymond James Financial, State Farm Insurance Co., Wachovia and Western Reserve Life Assurance Co.

# East Tampa Community Redevelopment Area Update

Greetings, I would like to take this opportunity to thank all of you for your continued participation and guidance over the past three years. The commitment you have made to ensure that positive results are achieved in East Tampa is commendable. The growth and success we have enjoyed could have only come about through your efforts.

Continued private investments are being made in your community - that's good news. The announcement by the Richman Group, an affordable housing developer, that they purchased the Ft. Brooke Mobile Home Park on 40th Street and will construct a new 144 unit affordable rental community on the site, was welcome news. Directly across the street is the newly renovated Central Tampa Assisted Living Facility. It was renovated at a cost of approximately \$3 million. Our community is receiving much overdue attention which is extremely exciting. I look forward to our continued progress.

Ed Johnson, Manager

# 2007 Meeting Schedule

January 9 • 10 a.m.  
February 13 • 6:30 p.m.  
March 13 • 10 a.m.  
April 10 • 6:30 p.m.  
May 8 • 10 a.m.  
June 12 • 6:30 p.m.  
July 10 • 10 a.m.  
August 14 • 6:30 p.m.  
September 11 • 10 a.m.  
October 9 • 6:30 p.m.  
November 13 • 10 a.m.  
December 11 • 6:30 p.m.

Meeting Location:  
Cyrus Green Park  
Community Center  
2101 E. Martin Luther King, Jr. Blvd.  
Tampa, Florida

East Tampa Community Revitalization Partnership  
Executive Board & Sub-Committee Chairs  
Sam Kinsey, Chair  
Toni Watts, Co-Chair  
Betty Wiggins, Chair Aesthetics & Beautification  
Chloe Coney, Chair Economic Development  
Evangeline Best, Chair Health, Education and Social Services  
Diane Hart, Chair Housing  
Carol Josephs-Marshall, Chair Land Use  
Frank Reddick, Chair Planning & Evaluation  
Carl Warren Sr., Chair Public Safety

To learn more about the Partnership, please contact Cindy Toselli, administrative assistant, at (813) 274-7969 or by e-mail [cindy.toselli@tampagov.net](mailto:cindy.toselli@tampagov.net)

The mission of the East Tampa Community Revitalization Partnership (ETCRP) is to work with all levels of government, community organizations, other stakeholders and citizens to provide leadership and oversight of the Community Redevelopment Area (CRA) and Tax Increment Fund (TIF) in transforming East Tampa into a neighborhood of vibrant residential, commercial, social and cultural life through the implementation of the East Tampa Community Redevelopment Plan.



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# East Tampa Summer Youth Program is Successful



Front Row: Christian Nieves, Alberto Quintero, Jr., LaMario Porter, D'Andre Diggs.  
Middle Row: Cedric Washington (Supervisor), Warren Martinez, Jessica Robinson, La-Gonnie Kelly-Johnson, Shabry Nate Duffie, Ronsha Reid, Barnesha Wilson, Tameka Grace, Jermaine Gosa.  
Back Row: John Fraizer II, James Jackson, Travis Johnson, Michael Jamesm Jamarl Pringle, Michael Roberson, Barry Ardley, Theodore Johnson (Supervisor).

The City of Tampa's Clean City Division kicked off its Summer Youth Program on June 6, 2006. The program employed 24 locals between the ages of 16 and 18. Additionally, two temporary and a full-time adult employees were hired for the Summer Youth Program. The Tampa Bay Federal Credit Union partnered with the program to educate the youth with skills for managing a checking and savings account. The summer program included cleaning illegal dumping areas and reducing litter. The permanent full-time positions are continuing throughout the year to maintain the major thoroughfares throughout East Tampa.



# East Tampa Digest

Newsletter of the East Tampa Community  
Revitalization Partnership • Spring 2007

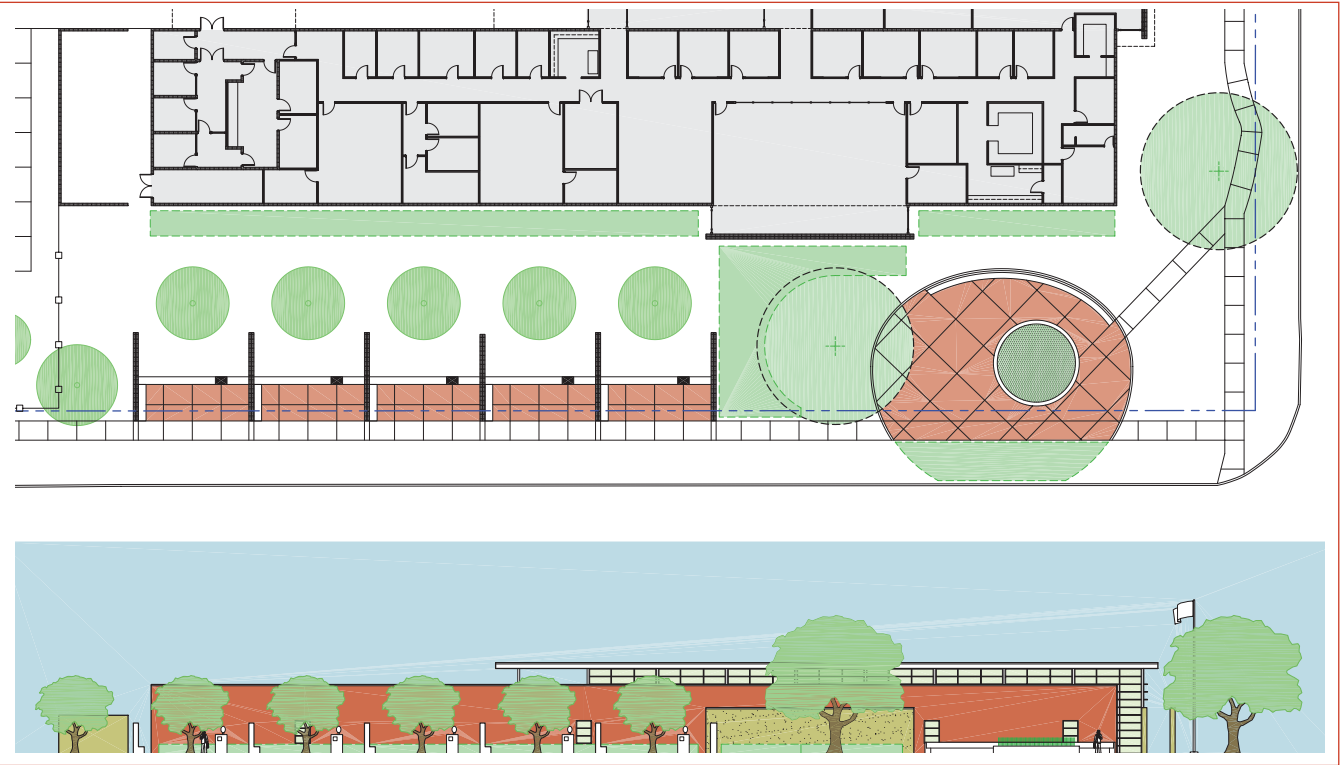
*"The goal of the East Tampa  
Community Revitalization Partnership  
is to transform East Tampa into a  
community of vibrant residential,  
business, social and cultural life."*



# TPD District III Offices in East Tampa Under Construction

A groundbreaking took place on June 21, 2006 for the new Tampa Police Department District III facility that encompasses the majority of the East Tampa CRA. Approximately \$9.2 million has been committed to the construction of the district headquarters located at the corner of North 22nd Street and East 31st Avenue, including \$1.5 million of Tax Increment Funds

approved by the East Tampa Community Revitalization Partnership. Unique features of the site plan include a "walk-through-time" memorial honoring the accomplishments of the Belmont Heights Little League and the contributions of Tampa's African-American police officers. Completion of the project is anticipated to be Summer 2007.



This architectural rendering depicts the new TPD District III facility.





# Message from the Mayor



Pam Iorio, Mayor

I am pleased to present this newsletter to the residents and business owners of East Tampa. This publication was created to help keep

you informed and updated on the many projects taking place in our community through the East Tampa Community Redevelopment Agency

The City of Tampa's fiscal year began October 1, 2006, and will end September 30, 2007. During this year, our CRAs are focused on "Investing for Redevelopment Success." This theme reflects our continued

commitment to improving the quality of life in our redevelopment communities.

East Tampa is continuing to experience increased growth from the creation of the Tax Incremental Financing (TIF) trust fund. More than \$5.2 million will be available this fiscal year, which we will leverage into quality projects to help encourage significant

investment from the private sector in East Tampa. This third year of the TIF has produced more than \$9.1 million for the East Tampa community and we are focused on bringing new jobs, improving roads, investing in our youth, expanding affordable housing opportunities and encouraging new development, while preserving the area's rich history. If you

have questions or would like more information regarding our efforts in East Tampa, please contact Ed Johnson, manager of East Tampa Development, at (813) 274-7969. I look forward to continuing to work with you to make East Tampa an even better place to live.

Sincerely,  
Pam Iorio

# Fast Lane Clothing Company Groundbreaking

Fast Lane Clothing Company, a screenprint apparel manufacturing business, held a groundbreaking ceremony to commence the construction of their new facility in East Tampa. Several dignitaries, including Tampa Mayor Pam Iorio, were in attendance. The \$1 million building will be 10,000 square feet and will employ 16 people, including six new employees from East Tampa.

The City of Tampa provided a \$211,471 deferred payment loan (DPL) through the Community Development Block Grant (CDBG) to



Groundbreaking for the Fast Lane Clothing Company. Check out the Fast Lane link by logging onto [www.TampaTshirts.com](http://www.TampaTshirts.com).

Fast Lane to acquire the property. This is the first private enterprise to utilize the Brownfield Assessment Grant in East Tampa.

Fast Lane's owners, Juan and Lori Davis, are committed to East Tampa and the economic and social transformation taking place in the area. The partnership between the City of Tampa, Fast Lane, and the residents of East Tampa will further contribute to the transformation of the local business community in a positive manner.

# Positive Programs in East Tampa



Mary Alvarez, City Council

As we enter 2007, we reflect on the positive programs that the residents of East Tampa have been afforded in 2006 through the Community Redevelopment Agency. East Tampa CRA, being one of the most effective CRAs in our city, has received \$3.3 million

to support several projects that have led to real progress for the area. Serving as the chair of the CRA, it gives me great pride to see this progress. I recognize that it could not have been possible without the direct collaboration and partnerships of our city staff with the leaders and various stakeholders of East Tampa.

I appreciate all of the effort that has gone into improving East Tampa in order to offer the residents a more vibrant quality of life.

Sincerely,  
Mary Alvarez

# Economic & Urban Development Administrator Update

In my role overseeing all of our city's most important redevelopment initiatives, I have the privilege of being part of the East Tampa redevelopment team. Our first three years together have resulted in terrific progress. Our positive momentum is visible in many places: the beautiful, newly-constructed 360-unit Meridian Pointe Apartments on Hillsborough Avenue; the completion of new single-family homes in Belmont Heights on 22nd Street; the groundbreaking on a new District III police

station in the heart of East Tampa; the Centro Place Apartments which restored one of the community's historic jewels; and the restoration of the 69-year-old historic Cuscaden Swimming Pool providing recreational opportunities for the neighborhood, just to name a few.

With \$5.2 million in Tax Increment Funds to invest in East Tampa in 2007, our positive momentum can only accelerate.

Without question, our successes to date would not be possible without the creativity,

excitement, energy and determination of the East Tampa residents. From the key leadership provided by the ETCRP. to the many hardworking volunteers, faith ministries and non-profit organizations working to make our community a better place to live, THANK YOU. If you are not yet a part of the team, what are you waiting for? Get involved! Together, we will continue to build a great community unlike any other in Tampa.

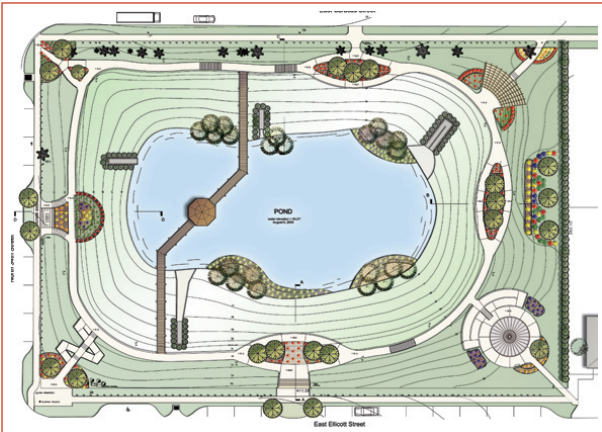
Mark Huey, Director

# Transforming East Tampa

Fair Oaks Pond, located on 34th Street and East Ellicott Street, serves as one of the three stormwater ponds designated as part of two pilot projects for the retention pond beautification effort. Due to its location adjacent to the Fair Oaks Park and Community Center,

this pond was chosen to be completed first. Planned improvements at this location include a walking trail, landscaping, lighting, a picnic area and a gazebo. This will also provide for a more pedestrian-friendly area. The City of Tampa has allocated \$50,000 for the

planning and design of the three ponds. Additionally, \$112,500 of Community Development Block Grant funds and \$475,000 of Tax Increment Funds have been allocated for the project.



This rendering shows how the pond beautification effort will make the area more pedestrian friendly.

# Message from the Chair



Sam Kinsey, Chair, ETCRP

The year 2006 was a great year for the East Tampa Community Redevelopment

Partnership. With the strong support of Mayor Pam Iorio, in conjunction with city staff and our numerous community partners, we have created a climate that has paved the way for new economic development, new businesses, jobs and housing opportunities. Interest in East Tampa from the business community continues to grow. We have created an

overlay district that has brought positive changes in the way construction is done within our boundaries, which should make our communities more aesthetically pleasing. Some of the goals and objectives being implemented throughout the year include: developing a strategic plan for the overall

improvement of East Tampa; providing a summer jobs program for our youth; assisting eligible homeowners with home improvements; beautifying a number of major corridors in East Tampa; providing assistance to small businesses; developing a plan to provide funding to communities within East Tampa for improvements; creating

additional recreational facilities; and bringing new employment opportunities to the area. We invite each of you to join with us in planning for the future of our community. Together we can make East Tampa a thriving community and an even better place to live.

Sam Kinsey,  
Chair, ETCRP

# Program Helps Provide Home Repairs

The City of Tampa allocated approximately \$295,000 of Tax Increment Funds for fiscal year 2006 to the Housing Rehabilitation Program. The program offers assistance to homeowners in need of rehabilitation or code violation repairs and homeowners may qualify for as much as \$50,000.

Since 2005, 16 homes have been completed through this program and 12 have been evaluated to begin work.

**The goal for 2007 is to provide a minimum of 25 families in the East Tampa area with rehabilitation.**

Through this program, East Tampa will continue to provide a safe and wholesome environment for all.

To learn more about this program and the qualification requirements, please contact Lenoir Russell at (813) 274-7980 with the City of Tampa's Housing Department or Dianne Hart, chair for the Housing Sub-committee with the East Tampa Community Revitalization Partnership at (813) 247-3977.

Housing Rehabilitation Program in action: top right: home before repair, bottom right: home after repair.

