

## A Message from Mayor Iorio



Pam Iorio, Mayor

The revitalization of East Tampa continues to be a major focus for city government and it is inspiring to witness the continued improvement in our city's largest community redevelopment area. With a population of more than 30,000 residents and more than 3.2 million square feet of industrial and commercial space, East Tampa continues to be a model of redevelopment for other areas of our city.

Each day, city departments are working together to help improve the quality of life in East Tampa. The East Tampa Development office works with other city staff to develop new programs and services that will help meet the needs of the area, making East Tampa an even better place to live.

As East Tampa continues to experience increased growth from the Tax Incremental Financing (TIF) trust fund, development from the private sector, new jobs, improved roads, and affordable housing opportunities, I look forward to continuing to work with the members of the East Tampa community to preserve its rich history and write a new chapter for future success.

Sincerely,

Pam Iorio

## Home Sweet Home

Johnetta Goldsmith is the proud recipient of Tampa's Housing Rehabilitation Assistance. Today, because of the support she received from the City of Tampa, her home has a new air conditioning unit, hot water heater, windows, accessible bathroom, and a new coat of paint!

The housing rehab program enables low income owner-occupant residents to maintain ownership of housing that is decent, safe, and sanitary through a deferred payment loan program and contracting support. Ms. Goldsmith's home is one of 33 homes that were renovated in 2007 and now that her home is complete, she is helping two of her neighbors do the same.

"I encourage those eligible to apply for assistance," says Ms. Goldsmith. "Don't be afraid to learn more about the process. It's the best thing I ever did. I look forward to staying in my beautiful, home sweet home, for many years to come."

Program eligibility is based on income and other guidelines. For more information, call Harriet Stone, (813) 274-5732, or visit the Housing & Community Development department at 2105 North Nebraska Ave.



Johnetta Goldsmith

## Dr. Martin Luther King, Jr. Parade

The city's annual Dr. Martin Luther King, Jr. Parade took a new turn this year and for the first time since its start in 1990, marched down Dr. Martin Luther King, Jr. Boulevard. The parade stepped off at MLK Boulevard and 15th Street, heading east on MLK to 22nd Street before traveling north on 22nd to Osborne Avenue. This new route delighted more than 15,000 spectators and the local business owners who enjoyed having the streets lined with visitors.



Mayor Iorio with local business owner during the Dr. Martin Luther King, Jr. Parade.

## A Warm Welcome from the ETCRP



Evangeline Best, Chair, ETCRP

Each morning, I am greeted by the quote: "Our work may not change the world, but the world will be changed because of what we do." These are my words to live by. It reminds me that as we take small steps, we are making big gains to change our own world - the East Tampa community.

Your East Tampa Community Revitalization Partnership leadership has been hard at work, supporting programs that make us stronger. The ETCRP continues to focus on the community's aesthetics and beautification; economic development; health, education and social services; housing; land use; planning and evaluation; and public safety.

If you are not already active in an ETCRP Standing Committee, I personally invite you to be involved. All members are welcome - from both the residential and commercial communities. Together, we can truly achieve more.

For more information, contact me at (813) 237-0601 or [erbest@verizon.net](mailto:erbest@verizon.net), my door is always open.

Evangeline Best  
Chair, ETCRP

## 2008 ETCRP Executive Board & Subcommittee Chairs

**Evangeline Best**  
Chair

**Leerone Benjamin Sr.**  
Co-Chair

**Sam Kinsey**  
Immediate Past Chair

**Subcommittees**  
**Denese Meteye-James**  
Aesthetics and Beautification

**Ernest Coney**  
Economic Development

**Maxine Woodside**  
Health Education and Social Services

**Charles Dabney**  
Housing

**Carrol Josephs-Marshall**  
Land Use

**Michael Farmer**  
Planning and Evaluation

**Rosa Cambridge**  
Public Safety

For more information, contact Cindy Toselli at the City of Tampa East Tampa Development office at (813) 242-3807 or [cindy.toselli@tampagov.net](mailto:cindy.toselli@tampagov.net).

## The ETCRP Meeting Schedule: You're Invited

Transforming East Tampa into a community of vibrant residential, business, social, and cultural life requires the hands of many. Through the East Tampa Community Revitalization Partnership you can learn more about your community and find ways to get involved. Opportunities at all levels can be found within the ETCRP, various neighborhood associations and through the Strategic Action Plan process. Plan on attending an ETCRP meeting or call Cindy Toselli at (813) 242-3807 for information.

**May 13, 2008, 10:00 a.m. C**

**June 10, 2008, 6:30 p.m.**

**July 8, 2008, 10:00 a.m.**

**August 12, 2008, 6:30 p.m.**

**September 9, 2008, 10:00 a.m.**

**October 14, 2008, 6:30 p.m.**

**November 11, 10:00 a.m.**

**December 9, 2008, 6:30 p.m. Y**

Meetings with a **Y** will be held at Young Middle Magnet School 1807 E. Dr. Martin Luther King Jr., Boulevard.

Meetings with a **C** will be held at Cyrus Greene Community Center 2101 E. Dr. Martin Luther King Jr., Boulevard.

All other meetings will be held at Ragan Park Community Center 1200 E. Lake Avenue.

## EPA Grant Supports Brownfields Redevelopment in East Tampa

Mayor Pam Iorio welcomed more than 75 attendees to the Building Strong Neighborhoods Workshop in March. Representatives from the community, local and state government, and others interested in Brownfields redevelopment participated in the event held at Ragan Park Community Center. The event, funded by the U.S. Environmental Protection Agency (EPA), was sponsored by Northeast-Midwest Institute, Sustainable Community Development Group, and The Ferguson Group.

A recent award from the U.S. EPA to the City of Tampa for \$400,000 will assist eligible residents and business with Brownfields redevelopment. Through the EPA grant, financial assistance is now available to help home and business owners within the East Tampa CRA defray the cost of required environmental assessments. Tampa is one of 29 communities in the EPA's Southwest Florida region to receive this type of financial support to conduct environmental site assessments for potentially hazardous substances and petroleum contamination in targeted redevelopment areas. For eligibility and other related information, contact East Tampa's Economic Development Specialist Lorna Alston, (813) 242-3808.

### What are Brownfields?

Brownfields are generally defined as abandoned or underused industrial or commercial properties where redevelopment is complicated by actual or perceived environmental contamination. Brownfields vary in size, location, age and past use. They can range from a small, abandoned corner gas station to a large, multi-acre former manufacturing plant that has been closed for years. Generally, Brownfield properties have lower levels of contamination that can be successfully addressed using standard environmental cleanup practices, but are stigmatized based on their past use.

The redevelopment of Brownfields is important because:

- Restores urban property to productive use; in turn, increasing property values.
- Increases job opportunities and local tax revenues.
- Improves public health and the environment.
- Utilizes existing public infrastructure.
- Eliminates neighborhood blight; improving a community's image and long-term sustainability.



Attendees at the Building Strong Neighborhoods Workshop learn about Brownfields redevelopment.



## Message from the CRA Chair Gwen Miller



Gwen Miller, Chairman  
Community Redevelopment Agency

East Tampa is a jewel in the heart of Tampa. With close proximity to downtown and the University of South Florida, as well as easy accessibility to the Port of Tampa, it is not surprising that last year alone, private sector investment totaled almost \$30 million. Add to that another \$14 million in public capital improvements, and it is easy to see why East Tampa is a community of promise; a community that is moving toward a brighter tomorrow.

The revitalization of East Tampa continues to be a major focus for city government. Programs such as the Tax Increment Financing Housing Improvement & Rehab, Clean City's Summer Youth Program, and the Environmental Detective team improve the day-to-day quality of life, while public and private sector investments power long-term community enhancement and enrichment.

I welcome your input and look forward to supporting the community's ongoing efforts.

Gwen Miller  
Chair, Community Redevelopment Agency  
Tampa City Councilman, District 1

## Economic Development Takes a Fast Turn



Beverly Hills is a seamstress at Fast Lane Clothing Company.

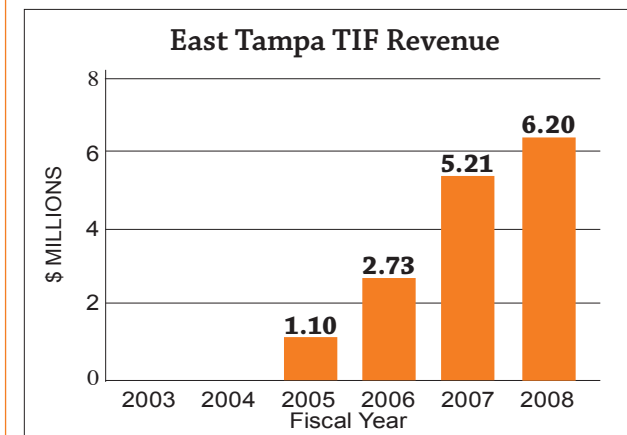
Fast Lane Clothing Company is the recipient of the 2008 Award of Merit for Urban Infill from the City-County Planning Commission. The honor was announced during the Planning Commission's annual awards banquet on April 3. One of East Tampa's newest businesses, Fast Lane Clothing Company employs 24 people, mostly East Tampa residents. Fast Lane operates out of the 10,000-square-foot manufacturing facility at 5112 North 22nd Street. Fast Lane's subsidiaries include Scrub Cap Nation, Tampa T-shirts, Moomba Activewear, and Toucan Dance. Founded in 1985, Fast Lane owners Lori and Juan Davis needed to expand their facilities and were encouraged to relocate in East Tampa because of economic opportunity.

## Where Does the East Tampa CRA Get Its Money?

A Community Redevelopment Area (CRA) is a specific geographic area with conditions that have the need for rehabilitation.

CRA projects are funded by "tax increment financing," commonly referred to as TIF. The value of real property in a redevelopment area is determined on a fixed date and as the value of the real property rises, that portion of the value is set aside for CRA projects.

These TIF funds are then captured in a trust fund to be spent within that CRA, as authorized by the CRA board on projects and programs serving a public purpose and identified in the redevelopment plan.



## 100 Years of Educating Our Community's Youth



Hundreds of students and their parents, alumni, members of the Hillsborough County School District staff and the East Tampa community participated in "A Centennial Celebration" to celebrate the 100th anniversary of East Tampa's Lomax Elementary Magnet School, 4207 North 26th Street. The school opened in 1907 with support from the African Methodist Episcopal Church as a grammar school. It is named for AME Bishop Thomas Lomax. Through the years, Lomax has served as an elementary school, a sixth-grade center, and a high school. Today, as a magnet school for math, science, and technology, Lomax includes neighborhood children as well as children from throughout the county.



3808 North 22nd Street  
Tampa, Florida 33610  
(813) 242-3807  
Ed Johnson, East Tampa  
Development Manager

## City of Tampa Receives Diversity & Inclusion Award

The City of Tampa Economic & Urban Development department received a 2008 Diversity & Inclusion "Special Recognition" Award from Tampa Bay Business Journal recently. The department was specifically recognized for the work of the East Tampa Development office in "bringing new life to the long-neglected East Tampa area" and "working to draw businesses to the area ... assisting businesses by offering incentives and helping companies clear zoning hurdles." The first annual Diversity & Inclusion Awards recognized companies and individuals who have been instrumental in contributing to the success of minority-owned businesses in Tampa Bay.

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# East Tampa

Celebrating the Success of the East Tampa Community

Newsletter of the East Tampa Community Revitalization Partnership • Spring 2008

## Digest

## Community Redevelopment Agency Meets with Residents in the Community



Local citizens attend the Community Redevelopment Agency board meeting in East Tampa.

The Community Redevelopment Agency facilitates the improvement of physical, economic, social, and cultural character of each area. The seven members of Tampa City Council serve as the agency's board. The board meets monthly to administer the activities and programs within the city's CRAs.

Recently, in lieu of the board's monthly meeting at City Hall, members visited the East Tampa community and held a town hall-style meeting. During the two-hour session, citizens had the opportunity to ask questions and provide feedback on issues of importance. The first of its kind, this meeting provided an immediate, direct connection between members of the CRA board and citizens of East Tampa. Dialogue such as this is the foundation of all CRA activities and supports the city's goal to engage citizens and key stakeholders in the community's revitalization process.

The CRA board is supported by volunteer advisory councils made up of private citizens. The East Tampa Community Revitalization Partnership (ETCRP) is one such council. Groups like ETCRP provide ongoing guidance and input to

the CRA, sharing community insight in the board's pursuit to improve the quality of life and economic vitality of the city's urban districts. The advisory councils offer recommendations relating to the redevelopment area and it is the CRA board that adopts redevelopment plans, budgets, and provides direction to city staff dedicated to and operating within each individual district.

CRAs are a unique way of leveraging public funds to stimulate private sector redevelopment of urban areas like East Tampa.

### Strategic Action Plan Focuses on Stimulating the Continued Redevelopment of East Tampa

A primary goal of the Strategic Action Plan, now being drafted by the URS Corporation with input from members of the community, is to help support and stimulate the continued redevelopment of East Tampa. There are a variety of approaches currently being used to guide this effort:

- Developing an Infrastructure Improvement Plan to upgrade East Tampa's infrastructure such as sidewalks, lighting, and street resurfacing.
- Capitalizing on partnership opportunities; looking for ways the public and private sector can work together to build in the community.
- Selecting "visible" areas for redevelopment in order to attract the attention of a wider audience of potential investors.
- Balancing development attention to both small and large-scale projects to continue to stabilize/upgrade existing neighborhoods while securing larger scale commercial developments.