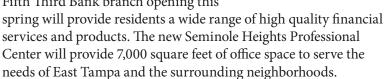
#### A Message From Mayor Iorio

The City of Tampa continues to invest significant resources in the redevelopment of East Tampa. Tax Increment Revenues topped \$6 million in fiscal year 2009 and these funds are being used to fund a variety of public, neighborhood improvements.

Additionally, private sector development in East Tampa is keeping a steady pace even during these challenging economic times. The Fifth Third Bank branch opening this



These investments are helping us reach our goal of transforming East Tampa into a vibrant community. I appreciate the hard work and dedication of everyone who is helping us reach our goals, especially the leadership of the East Tampa Community Revitalization Partnership. Thank you for your continued service to the residents of East Tampa.





Social Compact, a national nonprofit organization with a mission to help strengthen neighborhoods by stimulating private market investment in underserved communities, brought its Neighborhood Market DrillDown method to East Tampa. A DrillDown studies a market, measuring community economic indicators in "real time" as a means to help identify market potential and promote public/private partnerships. The DrillDown

provides up-to-date profiles of market strength, stability, and opportunity for small, dense, and rapidly changing urban geographies, like East Tampa. It builds on current, finely separated market information drawn from a wide range of commercial, proprietary, and local government sources.

The Tampa DrillDown report, funded by Citicorp, can be found on-line: www.tampagov.net.

\$ 1,000,000

\$ 6,182,186

#### Some Key Points of the East Tampa DrillDown Study

- The population of 35,420 is approximately 16 percent higher than most estimates, including Census and Claritas projections.
- Total neighborhood income is \$465.6 million, about 45 percent higher than the Census and Claritas estimate of \$312.1 million.
- Average household income is \$38,273; the 2000 U.S. Census reported average income as \$30,064.
- Income per acre is \$98,855; the 2000 U.S. Census reported income per acre as \$87,806.
- There are 12,167 households; approximately 16 percent more than the 10,382 reported in the Census.
- First-time homebuyers had an average income of \$51,176.
- Median home sale value is \$137,000; the 2000 U.S. Census reported the median value as \$54,115.

# Fifth Third Bank Breaks Ground on \$4 Million Facility

Mayor Pam Iorio joined representatives of Fifth Third Bank in a groundbreaking ceremony for their new \$4 million facility at 2602 East Hillsborough Avenue, adjacent to the Meridian Pointe Apartments. Made possible through a partnership of the Richman Group and the nonprofit Community Development Corporation of Tampa, Fifth Third Bank is the first full-service commercial bank to be built in East



Tampa in more than 30 years. "We think it's good business to be in East Tampa," said Brian Keenan, president of Fifth Third Bank Tampa Bay.

# Seminole Heights Professional Center Invests \$1.2 million in East Tampa

At 4007 Taliaferro Avenue, near Dr. Martin Luther King Jr. Boulevard, Pro-Fit Development has started construction of the two-story Seminole Heights Professional



Center. Upon completion, the 7,000 square-foot office building will be home to Pro-Fit Development and other professional businesses that may include law firms, a fine art gallery, or title company. Pro-Fit was founded more than five years ago to provide contracting, roofing, consulting, and design services. The company plans an eco-friendly design. Seminole Heights Professional Center will open July 2009.

### East Tampa CRA 2009 TIF Budget

The Community Redevelopment Agency approved the East Tampa CRA budget for Fiscal Year 2009. TIF (Tax Incremental Financing) funds will be used as follows:

#### Capital improvement projectsNeighborhood infrastructure

• Osborne & 22 <sup>nd</sup> Street improvements	150,000
• 22 <sup>nd</sup> Street enhancement	1,000,000
Redevelopment investment	
<ul> <li>Housing rehab loans &amp; grants</li> </ul>	1,100,000
<ul> <li>Land assemblage</li> </ul>	1,110,186
District programs & services	
<ul> <li>Commercial business façade</li> </ul>	800,000
East Tampa Clean Team	384,000
Environmental Detectives	123,000
<ul> <li>Fair Oaks Community Lake annual maintenance</li> </ul>	20,000
Lake Avenue annual lighting	12,000
<ul> <li>Marketing &amp; partnership development</li> </ul>	81,000
<ul> <li>MLK Boulevard Community Lake annual maintenance</li> </ul>	20,000
Operations & administration	
<ul> <li>Staff &amp; operating</li> </ul>	382,000

### **Utility Capital Improvement Projects**

Utility Capital Improvement Projects, or UCAP, is an important City of Tampa pipeline improvement program, including some projects in East Tampa. Continuing Mayor Iorio's focus to improve the daily quality of life for Tampa citizens, UCAP will benefit residents and businesses throughout Tampa. Those served by the various drinking water pipelines will see improved water service reliability, improved water pressure, and improved fire protection. With an improved drinking water system, the City will better serve proposed redevelopment throughout Tampa. Wastewater and stormwater improvements will provide the community with improved service reliability.

For information visit www.tampa-UCAP.com or call UCAP at (813) 777-9222.

**Total** 





A typical storefront before renovation.



The same storefront after renovation.

This Spring, commercial and retail property owners in some of Tampa's community redevelopment areas, including East Tampa, may be eligible for matching grants to cover the cost of improvements up to \$50,000 for adding awnings, windows, lights, signs, landscaping, and putting a new coat of paint on the building's exterior. To qualify for the storefront grant program, a property's taxes and insurance must be current and there must be no outstanding liens or code violations. For more information, contact the East Tampa Development office, (813) 242-3807.

#### Spotlight Shines on East Tampa During FRA Annual Conference

Developers, planners, and builders from throughout the state toured Tampa Bay area redevelopment projects including projects in East Tampa during the Florida Redevelopment Association's annual conference. Tampa's Hyatt Regency Hotel in downtown Tampa hosted this event which promotes revitalization of communities by providing a forum for FRA members to share information and experiences about redevelopment.

The three-hour bus tour through East Tampa showcased our community's TIF-funded projects including a visit to Belmont Heights Estates Hope VI development, historic infill housing, Meridian Pointe and Park Terrace affordable rental developments, and Fast Lane Clothing manufacturing, DACCO and Chloe Coney Urban Enterprise Center.

## **Holiday Tree Lighting Celebration**



The staff of the CH2MHill engineering firm donated 96 bicycles for area schoolchildren.

The East Tampa community held it's first annual Holiday Tree Lighting Celebration on December 12, 2008. The event took place at the East Court plaza at Tampa Police District III. Approximately 400 East Tampa residents, dignitaries, city officials, school princiapls, teachers and students were in attendance. Nine area schools participated in art display, poem reading, singing and dancing on this festive occasion. CH2MHILL donated 96 bicycles and East Tampa business owners donated \$1500. The planning of this event was made possible by the Aesthetics & Beautification sub-committee who began the planning stages in October. The local schools worked together with the committee to create criterias for children to be chosen to win a bicycle.

### From Brown to Green USF Students Propose New Projects for East Tampa Brownfield Sites

Graduate students in USF's Environmental Science and Policy Capstone Seminar, taught by Professor Robert Brinkmann, developed project proposals this fall to create jobs and improve health in East Tampa, using brownfields and sustainability as themes. Brownfields are properties which may have been contaminated with a low risk hazardous substance, such as petroleum products, and need to be cleaned up before they can be redeveloped.

On Thursday, December 4, students presented their final project ideas – ranging from renewable energy in buildings, a green education center, rainwater harvesting, an East Tampa Greenway, and turning Brownfields into art parks – to an audience of city officials and community business owners. Lorna Alston, an Economic Development Specialist with the

City of Tampa's East Tampa Development Department, started their semester off with a tour of East Tampa and the Brownfield properties. Students also had a listening session with residents and community leaders to hear their concerns, and learned that health and economic development were foremost in their minds.

Students were clearly enthusiastic about the new sustainability movement, and recommended projects they felt would increase "green" building and practices, as well as train "green collar" workers, in order to distinguish East Tampa in the Tampa Bay area. For more information about this project, contact Robert Brinkmann, Chair, Department of Geography, at the USF Tampa campus, phone (813) 974-4939, email: rbrinkmn@cas.usf.edu

#### **Neighborhood Connection**

Ten neighborhood associations in East Tampa are actively working to ensure a safe and vibrant community. Contact your neighborhood leader and get involved today.

College Hill Civic Association
Carla Grant/cmiller67@verizon.net
East Tampa Business & Civic Association
Marc Hamburg/flreamarc@aol.com
Florence Villa/Beasely/Oak Park Civic Association
Valerie Washington/valeriedasa@aol.com
Grant Park Civic Association
Ralph Johnson/Ralphj0103@yahoo.com
Highland Pines Community Task Force
Betty Bell/bellsystem5@verizon.net

Northeast Community Crimewatch & Civic Assoc.
Joel Barnum/jbarnum@tampabay.rr.com
Northview Hills Civic Association
Frank Reddick/far9155@aol.com
Old Seminole Heights Neighborhood Association
Jeff Harmon/Jharmon@tampabay.rr.com
Southeast Seminole Heights Civic Association
Sherry Genovar-Simons/silversund@aol.com
V.M. Ybor Neighborhood Association
Kate Pagan-Tighe/kate.pagan@vmybor.org



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