2018 YEAR IN REVIEW
BY WESTSHORE ALLIANCE
Dear Westshore Alliance Members and Friends:

Thank you for your support in 2018 – it was another successful year for the Westshore Alliance and Tampa’s Westshore District. We initiated and implemented a number of projects and programs to advance our mission of promoting, shaping future growth and fostering economic prosperity of the Westshore District.

The 2018 Year in Review report highlights these activities, which focus on member engagement and leadership development, public safety, District marketing, transportation, and planning for Westshore’s continued growth. It also includes a summary of recent development and market growth, as well as a statistical snapshot of Westshore today.

As we head into 2019, we are excited to welcome our incoming 2019 President Julie Harris Herndon. We remain focused on improving Westshore and making the right moves for its future. We could not accomplish all that we do without the help of you – our members – dedicated board of directors, committee chairs and volunteers. Thank you for all that you do.

Sincerely,

Jay Botsch
2018 President

Ann Kulig
Executive Director
Located on the western edge of the City of Tampa in Hillsborough County, the Westshore District is approximately 10 square miles bounded by Kennedy Boulevard to the South, Himes Avenue to the East, Hillsborough Avenue to the North and Old Tampa Bay, including Rocky Point to the West.

12.75 MILLION SF OF COMMERCIAL OFFICE SPACE

Q4 2018 Overall Average Vacancy Rate: 11%
Q4 2018 Overall Asking Average Rent: $29.28

97,000 EMPLOYEES

Westshore is Tampa Bay’s largest employment center with a diverse mix of 4,000 businesses and major employers including AECOM, Amerigroup, Amgen, Amscot Financial, Bloomin’ Brands, Bristol Myers Squibb, Carlton Fields, Checkers Drive-In Restaurants, Florida Blue, Gerdau Ameristeel, HCI Group, Inc., Hillsborough Community College, Humana, IBM, LabCorp, Microsoft, New York Life, PricewaterhouseCoopers (PwC), State Farm Insurance, Tampa International Airport and the U.S. Postal Service.

Sources: Tampa Bay Regional Planning Council, Hillsborough County City-County Planning Commission, City of Tampa, Hillsborough County, Hillsborough County Property Appraiser, Hillsborough Area Regional Transit, Visit Tampa Bay and Cushman & Wakefield. This information from various sources is updated throughout the year by the Westshore Alliance. The information is subject to change without notice as updates occur and should be confirmed prior to use.
M3, a supplier of cloud-based accounting software for hotels based in Georgia, invested $1.6 million to relocate its Tampa office within Avion Park.

IRONMAN, the sponsor of endurance races worldwide, expanded its headquarters at Tampa Bay Park with plans to add 70 new jobs.

PwC is adding 350 new jobs and will be the anchor tenant of MetWest Three, the 250,000-square-foot building under construction next to PwC’s existing offices at MetWest International.

Biotech giant Amgen opened its capability center at the Corporate Centers with plans to add 400 jobs.

Stonehill consulting firm opened its innovation studio at 1300 N. West Shore Blvd.

Rental car company Silvercar opened its fifth Florida location at 5124 W. Cypress St.

Greenway Health added more than 100 new jobs and invested $1.8 million in its headquarters expansion at 4301 W. Boy Scout Blvd.

Republic Bank opened a new banking center at 1300 N. West Shore Blvd.

Office Evolution opened coworking space and other office rental opportunities in Lincoln Center at 5401 W. Kennedy Blvd.

Sheltair aviation services expanded operations at Tampa International Airport with the grand opening of its $6.5 million executive hangar complex.

Data quality and compliance company Validity Inc. opened its hub at MetWest International with plans to add 75 new jobs.

 Chapters Health System relocated its office to Meridian Three at 4200 W. Cypress St.
NOW OPEN

AC Hotel Tampa Airport
4020 W. Boy Scout Blvd.,
175-Room Hotel, Developer: PRISA
Group/Peachtree Hotel Group

Seazen on Rocky Point
7616 W. Courtney Campbell Causeway, 323
Luxury Apartments, Developer: ZOM USA

Tampa International Airport
Expansion Phase I
2.6 M SF rental car facility, 1.4-mile
people mover, main terminal expansion

Westshore Village: 2511 N. Grady Ave., 92 luxury townhomes,
Developer: ICON Residential

Westshore Logistics Center: 5400 Southern Comfort Blvd.,
four buildings totaling 140,000 square feet of industrial space,
Developer: Keating Resources

Women's Care Florida: 5016 W. Cypress St., 63,289-square-foot
medical office, Developer: NexCore Group

East Stadium Club at Raymond James Stadium: 160+ new televisions,
new bars at both ends of the club lounge and a new 8,000-square-foot
premium sports bar in the East Atrium

20+ New Westshore restaurants and retail
including Fresh Kitchen, Rocco's Tacos, La Segunda,
Poke Fish, Yummy House, Metro Diner,
Lucky Dill, Peloton and Morphe at
International Plaza, GOLFTEC and
many others

UNDER CONSTRUCTION

MetWest Three
4050 W. Boy Scout Blvd., 250,000 SF
Office, Developer: MetWest International

Midtown Tampa
750,000 SF Office, 240,000 SF Retail,
225-Room Hotel, 400 Residential Units,
Developer: The Bromley Companies

Current Hotel Autograph Collection
2545 N. Rocky Point Dr., 180-Room
Hotel, Developer: Lifsey Real Estate
Holdings/Pinnacle Management

The Cove at Rocky Point: luxury waterfront residential
community featuring single-family homes and townhomes
across from Rocky Point Golf Course, Developer: Taylor
Morrison

AAA Auto Care Center: 1701 N. West Shore Blvd.,
16,830-square-foot retail facility,
Developer: The Auto Club Group

Hillsborough Community College Allied Health Building:
HCC Dale Mabry Campus, 62,000-square-foot health
services program facility, Developer: HCC

Rooms To Go/Jerry Ulm Dodge: 2966 N. Dale Mabry
Highway, Existing dealership redevelopment and
addition of a 52,191-square-foot Rooms To Go furniture
center. Developer: Tampa J Automotive
Westshore Alliance hosted nearly 35 events in 2018, including monthly luncheons with keynote speakers, after-hours networking, the Westshore Development Forum, Annual Meeting, Ron Rotella Golf Classic, Westshore 101 informational breakfasts, and the new Explore Westshore leadership development program. We welcomed 80 Alliance members in 2018, and we thank our nearly 400 dedicated member companies for their continued support!

NEW IN 2019:
- Launch of New Member Orientation series
- Bi-monthly after-hours networking events
- Enhanced Ambassador Committee Program

WESTSHORE ALLIANCE INITIATIVES

MEMBER PROGRAMS

PUBLIC SAFETY

Providing a safe and secure environment for Westshore workers, residents and visitors is one of our top priorities, which is why the Alliance has close working relationships with the Tampa Police Department, business representatives, and private property security personnel. Several initiatives take place each year to help ensure Westshore remains a safe community.

2018-2019 INITIATIVES
- Quarterly safety and emergency preparedness seminars
- Quarterly safety and security e-newsletters
- Emergency Re-entry Program
- Weekly Crime Trend Reports
- Be-On-the-Lookout “BOLO” Alerts

Through our partnership with TPD, proactive approaches and focused crime reduction programs, the Westshore District has experienced a 43% decrease in crime since 2008.
**TRANSPORTATION**

We remain highly focused on providing strategies to improve transportation options that will help ensure Westshore’s continued economic vitality. This includes our recent work with Westshore stakeholders and transportation industry experts to develop the Alliance’s Westshore Transportation Action Plan. This comprehensive plan provides a blueprint for addressing the mobility needs of our Westshore community. More than 100 transportation improvements that Westshore residents and businesses will need over the next 25 years are identified in the plan. Many projects are already underway, while others have been recently identified through in-depth studies. This is the first time that all these projects have existed in one all-inclusive plan. The plan contains mobility needs during the construction of major highway projects such as the Howard Frankland Bridge reconstruction and the Westshore Interchange rebuild. Bicycle boulevards, trails, sidewalks, and linear parks also top the list of transportation priorities. Pedestrian improvements throughout Westshore make up more than 60% of the projects in the plan.

Voters recently approved a new sales tax to fund transportation projects throughout Hillsborough County. Our plans for transportation improvements in Westshore are in place, and securing funding for them remains a top Alliance priority.

**DISTRICT MARKETING**

Part of the Alliance’s mission is to promote the vibrant Westshore District to those who are looking to invest here. A new Westshore District Video in support of this was produced in 2018, telling the story of why Westshore is the premier destination of choice for those who work, live, play and stay here.

The inaugural Westshore District Worker and Resident Survey results were shared at the Westshore Development Forum and provided insights on the demographics, perceptions and activities of those who work and live in Westshore. A new worker and resident survey will be conducted in 2019 to provide updated insights and identify trends.

To strengthen Westshore’s visual identity, work began on the creation of the Westshore District Logo. The new logo debuted at the 2019 Annual Meeting and will soon be implemented across all marketing platforms.
## Westshore District Tampa Bay
### 2018 by the Numbers

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Description</th>
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<tbody>
<tr>
<td>15+</td>
<td>Company grand openings or expansions in Westshore including Greenway Health, Amgen, M3, Women’s Care Florida, Chapters Health System, Office Evolution, IRONMAN and Validity, to name a few.</td>
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<td>98%</td>
<td>Percentage of District residents who are likely to recommend Westshore as a place to live, according to the Westshore District Survey.</td>
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<td>20+</td>
<td>New Westshore restaurants and retail including Fresh Kitchen, Rocco’s Tacos, La Segunda, Poke Fish, Yummy House, Metro Diner, Lucky Dill, Peloton and Morphe at International Plaza, GOLFTEC and many others.</td>
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<tr>
<td>22</td>
<td>Major development projects currently under construction (9) or proposed (13) in Westshore.</td>
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<td>1.4 MILES</td>
<td>Length of Tampa International Airport’s new SkyConnect people mover, which connects the Main Terminal to the Economy Garage and new Rental Car Center.</td>
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<td>30+</td>
<td>Annual member networking events and programs hosted by the Westshore Alliance.</td>
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<td>470</td>
<td>Westshore homes recently delivered and under construction including multifamily residences at Westshore Village and Seazen, and both single-family homes and townhomes at The Cove at Rocky Point.</td>
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<tr>
<td>$260M+</td>
<td>Total sales of major Westshore commercial and industrial office transactions including Tampa International Business Center, Bay West, Mariner Square, Urban Centre, Transworld Center, 550 N. Reo St., 405 N. Reo St., and Westshore Logistics Center.</td>
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<tr>
<td>80</td>
<td>New members welcomed to the Westshore Alliance in 2018. Thank you to our nearly 400 member companies for your continued support!</td>
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<td>$313M+</td>
<td>Westshore hotel revenue generated in 2018 - comprising nearly half of all Hillsborough County hotel revenue.</td>
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<td>36</td>
<td>Years of Westshore Alliance leadership and members working together to foster economic prosperity and shape future growth of Tampa’s thriving Westshore District!</td>
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### About Westshore Alliance

The Westshore Alliance is a not-for-profit organization of business and community leaders recognized as the voice of Tampa’s Westshore District. The Alliance has a 36-year track record of getting things done, including significant progress in the areas of transportation, urban development, marketing, public safety and connecting our community. With nearly 400 member businesses and scores of volunteers, the Alliance’s mission is to promote, shape future growth and foster economic prosperity of the Westshore District. Visit westshorealliance.org to learn more.