



Market Strengths & Geography

“Westshore captures over 40 percent of Tampa’s tech office leasing.”

- JLL

“The Westshore sub-market posted the healthiest stats during the quarter, with absorption at nearly 120,000 square feet and vacancy rates dipping below the double-digit mark at 9.6% (excluding sub-lease space). Tenants in Westshore are increasingly conforming to the flight-to-quality trend, moving from older, subpar locations to quality spaces and paying much higher rates. The high-water mark for Westshore is now at \$40 PSF for brand-new Class A developments. Demand remains strong, especially on turnkey spaces.”

- Colliers International

“Class A asking rents in Westshore rose to its highest level ever recorded for the submarket.”

- Cushman & Wakefield

Westshore District

15+

company grand openings or expansions including PwC, CenterState Bank, HCC, Blind Tiger Cafe

40+

annual member networking events and programs hosted by Westshore Alliance

\$403M+

total value of commercial and industrial office transactions including Bayport Plaza and Concourse Centers

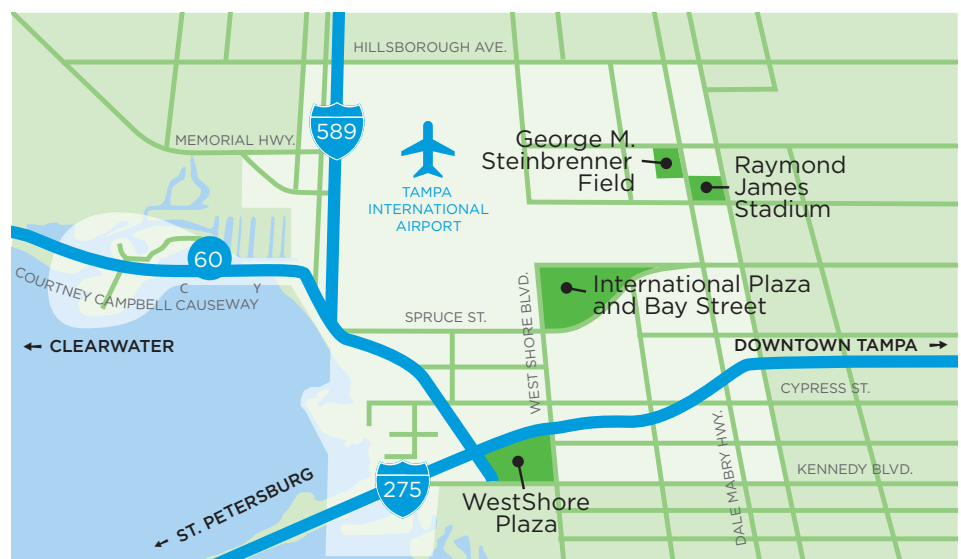
145

new members welcomed to Westshore Alliance. Thank you to our 450+ member companies!

\$323M+

hotel revenue generated in Westshore this year - comprising more than 40% of the Hillsborough County hotel revenue

A 10 square mile area on the western edge of Tampa, Westshore is a premium business location, a center of innovation and talent and an easily accessible location.



Dear Westshore Alliance Members and Friends:

Thank you for your continued support in 2019. We remain on track to achieve our goals and advance our mission of promoting, shaping future growth and fostering the economic prosperity of the Westshore District.

This 2019 Year in Review report highlights our activities with a focus on member engagement, public safety, District marketing, transportation and planning to enhance Westshore. It also includes a summary of recent development as well as statistical snapshots of the District today.

We are excited to welcome our incoming 2020 President Don Skelton. Thank you to our members, hard working board of directors, committee chairs and volunteers for their enterprising work over the past year. Together we take pride in building upon our strong foundation as we continue to make the right moves for the future of Westshore.

Sincerely,



Julie Harris Herndon
2019 President



Ann Kulig
Executive Director



District at a Glance

102,000
employees

27
active development
projects

12.75
million square feet (sf) of
commercial office space

15,000
residents

26,000
students

350
stores

250
restaurants

300+
acres of parks,
beaches & trails

40+
hotels with
7,000+ rooms

Recent Additions

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

Current Hotel Autograph Collection
2545 N. Rocky Point Dr.
Hotel (180 Rm)
Developer: Lifsey Real Estate Holdings/Pinnacle Management

Drs. Kiran and Pallavi Patel Allied
Health Building at HCC
HCC Dale Mabry Campus, 62,000sf
health services program facility
Developer: HCC

Jerry Ulm Dodge
2966 N. Dale Mabry Hwy., 150,000sf
Developer: Tampa J Automotive

The Cove at Rocky Point
4109 Rocky Point Drive
Developer: Taylor Morrison

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

In the Works

WestShore Plaza
380,000sf office + 120,000sf medical,
133,119sf restaurant, 256,000sf hotel,
45,000sf grocery, 1.6m sf multifamily

Midtown Tampa
750,000sf office + 240,000sf retail
Aloft & Element hotels (225 rooms)
Novel Midtown (400 residential units)

SkyCenter One & CAE at Tampa
International Airport
Corporate Center V
St. Joseph's Hospital expansion
Westshore City Center
Westshore Village
residential at MetWest
Rocky Point Apartments
Highwoods Bay Center II
Cornerstone Plaza
Westshore Square
Rooms To Go
Publix
Priano Design Center
Dale Mabry Stadium Center
Home2 Suites
Hyatt House
Doubletree Suites by Hilton
Holiday Inn Express

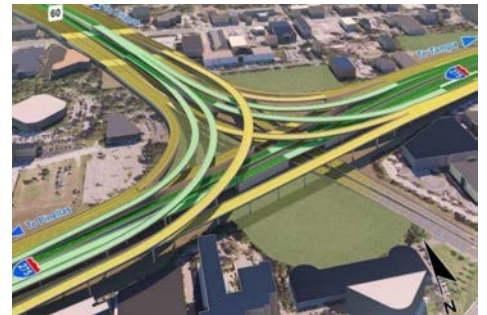
For complete listing of projects in the
Westshore District please visit the
interactive map on our website.

Transportation

The Westshore Alliance has been working for more than 10 years to secure funding for a new Westshore Interchange. The waiting came to an end in October when Florida Governor Ron DeSantis and the Florida Department of Transportation announced that \$1.4 billion was being allocated for the Westshore Interchange (pictured) in July 2023. The allocation provides certainty for a project that's been in development since 1987.

The interchange as originally imagined and as designed for today, will include express lanes, a transit corridor, and connections under Interstate 275 that have not existed since the interstate was first built in the 1960s. Reo, Occident, and Trask Streets will reconnect as a result of the interchange, and allow for an improved street grid in Westshore to facilitate transit, pedestrian access, and redevelopment.

Reo, Occident, and Trask will allow
West Shore Blvd. and Lois Avenue to



become Complete Streets, which has been another focus of the Westshore Alliance. Hillsborough County started a study on West Shore Blvd. that will serve as the first step towards making West Shore Blvd. look like the vision described in the Westshore Public Realm Master Plan. The City of Tampa's study of Lois Avenue includes the Gray Street Bicycle Boulevard, which was first conceived by the Alliance's Transportation Action Plan. The City adopted several Action Plan projects into their budget including the neighborhood inspired Grady Avenue Trail.



Restaurant & Retail Openings

Outback Steakhouse
 Aussie Grill by Outback
 Whiskey Cake Kitchen & Bar
 Chicken Salad Chick
 Blind Tiger Cafe
 Warby Parker



Clockwise from top left: Hyatt House,
 Midtown Tampa, CAE at
 Tampa International Airport,
 Current Hotel, SkyCenter One

WestShore Plaza and Washington Prime Group announced plans to redevelop the property fronting West Shore Blvd.

Ally Capital Partners acquired the **Austin Center** on N. West Shore Blvd. and rebranded it **Westshore City Center**.

DEX Imaging was acquired by Staples Inc.

Cousins Properties has submitted plans for Corporate Center V. The six-story building will include 180,000 square feet of Class A office space.

HCC opened its new state-of-the-art Drs. Kiran and Pallavi Patel Allied Health Building.

Insurance brokerage firm **BKS-Partners** doubled its office space, taking more than 60,000 square feet on two floors at Corporate Center II.

MHK, formerly known as MedHOK Inc. and part of the Hearst Health network, opened its new 30,000 square-foot corporate headquarters in Rocky Point.

CenterState Bank opened on West Shore Blvd.

Macy's Backstage opened in WestShore Plaza.

Novel Midtown, True Food Kitchen, Shake Shack, Aloft and Element by Marriott join the lineup at **Midtown Tampa**.

M2Gen relocated to Presidents Plaza II.

Publix Supermarkets on Kennedy Blvd. is under construction and will open in early 2020.

SkyCenter, CAE and a United Airlines maintenance hanger broke ground at **Tampa International Airport**. The award winning airport also unveiled 69 new restaurants and retail operations this year.

AAA opened a new office and Car Care Facility.

International Plaza unveiled plans to bring a Pinstripes bowling alley and a dine-in cinema.

McKibbin Places began developing **Hyatt House**.

Hotel Alba, a Tapestry Collection by Hilton property, opened after a major remodel.

Global data leader **Validity** celebrated the expansion of its operations at One MetroCenter.

Current Hotel on Rocky Point opened and features Tampa Bay's newest rooftop bar.



Member Programs



Westshore Alliance hosted more than 50 events in 2019 including monthly luncheons with keynote speakers, after-hours networking, the Westshore Development Forum, Annual Meeting, Westshore 101 breakfasts and the Ron Rotella Golf Tournament. We welcomed 145 members which brings the total number of members to a record 454.



Thank you to our volunteer Ambassadors who regularly assist with our 40+ annual events. Ambassadors serve a one year term and are instrumental in recruiting and retaining members throughout the year.



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.

2019-2020 INITIATIVES

- Quarterly safety and emergency preparedness seminars
- Quarterly safety and security e-newsletters
- 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.

Tampa Mayoral Candidate Forum

In March business and community leaders gathered for the Westshore Alliance Tampa Mayoral Candidate Forum. The event was held at the DoubleTree by Hilton Hotel Tampa Airport-Westshore and moderated by Alliance Programs Co-Chair Paula Buffa.





37

years of Westshore Alliance leadership and members working together to foster economic prosperity and growth

37K

pints of beer are produced at Cigar City Brewing each day

1M

people attend sporting and social events in the District each year

70K

travelers pass through Tampa International Airport every day

20M+

people shop and dine at Westshore's 350 retail and 250 restaurant locations each year

102K

employees in Tampa Bay's largest employment center which is home to more than 4,000 businesses and major employers including AECOM, Amgen, Amscot Financial, Bloomin' Brands, Bristol Myers Squibb, Carlton Fields, Checkers, Florida Blue, Humana, IBM, New York Life, PwC

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 Authority, Tampa Bay Economic Development Council, Florida Realtors Association, Tampa Bay Business Journal, OnTheMap, Visit Tampa Bay, JLL, Colliers International 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.

