



# INTRODUCTION

As we close out a year unlike any other, we thank you for your continued support. While our daily routines may have changed, we remain focused on our mission of promoting, shaping future growth and fostering the economic prosperity of the Westshore District.

This Year in Review highlights our activities in 2020 with a focus on member engagement, public safety, District marketing, transportation and planning to enhance Westshore. It also includes a summary of recent development projects as well as statistical snapshots of the District today.

We are excited to welcome our incoming 2021 President, Patrick Kelly, Regional Managing Partner of Franklin Street. A big thank you to our members, hard working board of directors, committee chairs and volunteers for your resiliency and commitment over the past 12 months.

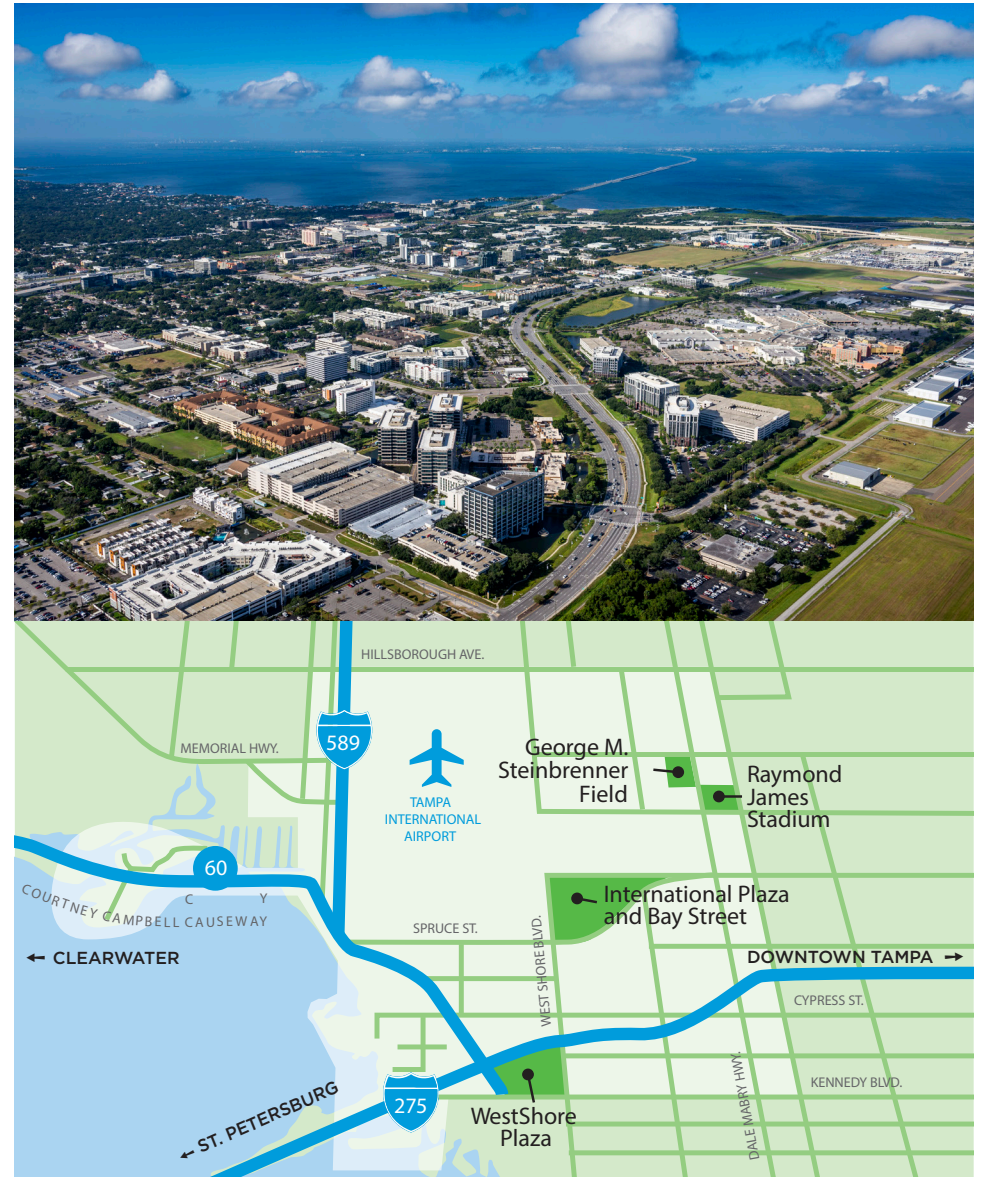
Sincerely,



Don Skelton  
2020 President



Ann Kulig  
Executive Director



*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.*

# DISTRICT DEVELOPMENTS



## Recent Additions

St. Joseph's Hospital expansion  
(pictured, top)  
3001 W. Dr. MLK Jr. Blvd.  
6 story tower; 2 story lobby  
90 private patient rooms  
Pedestrian bridge across MLK Jr.

Dale Mabry Stadium Center  
4744 N. Dale Mabry Hwy.  
21,000 SF office, retail, restaurant  
tenants include: Potbelly Sandwich  
Shop, Poke Poke, Boba Bar,  
AT&T, Guidewell Emergency Doctors

Publix  
4900 W. Kennedy Blvd.  
36,500+ SF grocery store

Rooms To Go  
2970 N. Dale Mabry Hwy.

Hyatt House Tampa Airport/Westshore  
5308 Avion Park Drive  
145 rooms

Aloft & Element Hotels  
3650 Midtown Drive  
225 rooms

## In the Works

SkyCenter One (pictured, bottom)  
CAE at Tampa International Airport  
Corporate Center V

Westshore Mazda  
Westshore City Center  
Westshore Village  
MetWest residential  
Rocky Point Apartments  
Cornerstone Plaza  
Westshore Square  
EOS Fitness  
Priano Design Center  
Home2 Suites  
Holiday Inn Express  
Novel Bay Center

WestShore Plaza  
242,000sf office + 120,000sf medical  
85,000sf retail + 30,000sf grocery  
240-key hotel + 1700 units multifamily

Midtown Tampa  
750,000sf office + 240,000sf retail  
Novel Midtown (400 residential units)

For a complete listing of projects in the  
Westshore District please visit the  
[interactive map](#) on our new website.



20+  
active development  
projects

12.75  
million square feet of  
commercial office space

# DISTRICT DEVELOPMENTS

Tampa's first indoor/outdoor dog park, **Two Shepherds Taproom**, opens and features an artificial turf park

**Highwoods Properties** signed a 92,000 square foot lease with **Fanatics Brands** at Avion Park

**CenterState Bank Corp. and South State Corp.** announced that they have agreed to combine in an all-stock deal valued at about \$6 billion

**Florida Blue** signed a 49,500 square foot lease in the Airport Executive Center

Sal Y Mar Rooftop, Oronzo, Royal Pets Market & Resort, BellaBrava, Joffrey's Coffee and Tea, Midtown Tampa Chiropractic & Wellness Center, RYDE IT, Midtown Boba, Sephora, Kale Me Crazy and a food hall join the much anticipated line up at **Midtown Tampa**

**Arizona College of Nursing** has signed a lease for 22,448 square feet in **Westshore City Center**

**Fisher Investments**, a fee-only investment adviser that manages \$123 billion in assets opens office

**Revolution Ice Cream** and **Sucre Table** open locations and keep Westshore sugared up

Colombian firm, **Incofilit**, launches U.S. operations

**Raymond James Stadium** received \$10.4 million for pandemic-related upgrades

**Heritage Insurance** relocated its corporate headquarters from Clearwater to **Westshore City Center**

**Northwood Ravin** and **Framework Group** break ground on waterfront apartments in Rocky Point

Arhaus furniture store and Burger Culture open at **International Plaza**

**WestShore Plaza** redevelopment plans approved by City Council

**Pacira BioSciences, Inc.** launches state-of-the-art training center

**Tampa Commons** sold and to be renamed 1 North Dale Mabry

**Hall Booth Smith P.C.**, an Atlanta-based law firm, opens office in Westshore



*pictured: (top) rendering of Midtown Tampa (bottom) rendering of Rocky Point apartments*

# DISTRICT MOBILITY

**\$42M** Total estimated value of public improvement projects completed in 2020

**9** Number of projects delivered in 2020 including sidewalk improvements and lowered speed limits on Kennedy Blvd. and West Shore Blvd.

**8** Number of projects in construction or pre-construction phase including park enhancements, Howard Frankland Bridge, public art, new sidewalks on Manhattan Ave. and other pedestrian enhancements.

**6** Number of projects under design or engineering including Westshore Interchange, new roadway connections, TBARTA Regional Rapid Transit project and protected bike lanes.

Alliance named  
Florida Bicycle  
Association Supporting  
Agency of the Year

View complete list of  
projects in the District  
on the [interactive map](#)  
on our website.



*pictured: (top) street mural at Laurel St. & Grady Ave. (bottom) West Shore Blvd. rendering*

# ENGAGING THE COMMUNITY



9

In person events with 750 attendance in Q1 including our 37th Annual Meeting at Raymond James Stadium (*pictured, top*)

62

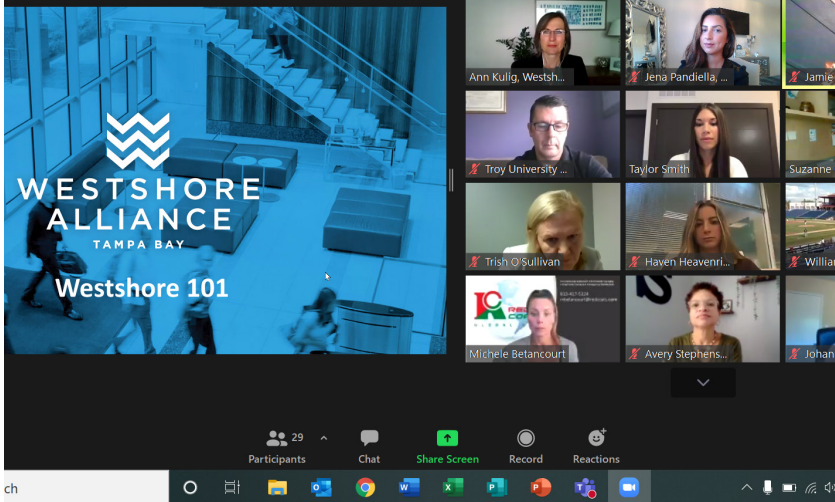
Virtual events (*pictured, bottom*) including Coffee & Connections, three part Development Series, Speed Networking, Ambassador, Transportation and Master Plan committee meetings

70

New members joined the Alliance in 2020 bringing total membership to more than 400 businesses

52%

Decrease in crime in Westshore since 2008



*New, streamlined website launched for [choosewestshore.com](https://choosewestshore.com) including interactive development map, event listing, continually updated COVID-19 resources and member portal*

# BOARD OF DIRECTORS

## OFFICERS

### *President*

**Donald Skelton**, Lochner

### *Vice President*

**Patrick Kelly**, Franklin Street

### *Secretary*

**Kenneth Tinkler**, Carlton Fields

### *Treasurer*

**Melanie Fowler**, HDR

### *Immediate Past President*

**Julie Harris Herndon**, Julie L. Harris & Associates

### *Executive Director*

**Ann Kulig**, Westshore Alliance

## EXECUTIVE COMMITTEE

**Randy Coen**, Coen & Company

**Karin Coleman**, HCI Group

**Edward Ellsasser**, PrimeGroup Insurance

**Patrick Gehm**, Cousins Properties

**Misha Hart**, Fintech

**Dr. Barry Hubbard**, Hillsborough Community College

**Gary Schaaf**, Becker

**Ashley Watters**, Cogent Bank

**Andrew Wright**, Franklin Street

## BOARD MEMBERS

**Alison Asher**, McKibbin Hospitality

**Travis Barcomb**, New York Life

**Lauren Brooks**, AECOM

**Justin Clark**, Cigar City Brewing

**Bob Clifford**, WSP USA

**Lauren Coup**, Cushman & Wakefield

**Laura Crouch**, TECO an Emera Company

**Gina Evans**, Tampa International Airport

**Allison Granell**, Tampa Bay Marina

**Ron Gregory**, AECOM

**Eric Hart**, Tampa Sports Authority

**Felicia Harvey**, Amgen

**Nancy Herz**, Parkway

**Karen Hilton**, Synovus

**Mary-Helen Horne**, PwC

**Kyle Keith**, The Bank of Tampa

**Roxanne Kempf**, CBRE

**Ken Lane**, Avison Young

**John LaRocca**, Murphy LaRocca Consulting Group

**Gary Malfroid**, International Plaza and Bay Street

**David Mechanik**, Mechanik Nuccio Hearne  
& Wester, P.A.

**Mark Micikas**, Atkins North America

**Ben Milsom**, Tampa Bay Buccaneers

**Eric Muller**, Pro-Ject International

**Lee Nelson**, Shutts & Bowen

**Angela Odell**, MetWest International

**Derek Pupello**, FIVE Labs

**Rick Reinke**, AAA-The Auto Club Group

**Jerome Ryans**, Tampa Housing Authority

**Larry Scollo**, WestShore Plaza

**Nancy Shirkman**, Moffitt Cancer Center

**Phillip Smith**, Framework Group

**Ronda Stoker**, Bloomin' Brands

**Gerald Thomas**, Florida Blue

**Enrique Woodroffe**, FAIA, Woodroffe  
Corporation Architects

**Dan Woodward**, Highwoods Properties

**Grace Yang**, GrayRobinson

## ADVISORY BOARD

**Jay Botsch**, The Mall at Wellington Green

**Jim Wessman**, CPA

**Bob Rohrlack**, Tampa Bay Chamber