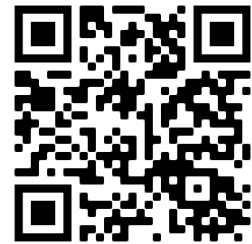


SURVEY



Scan to take the survey.
Please share code with
your co-workers!

We are pleased to announce the launch of our third districtwide worker and resident study. Data collected will provide the Westshore Alliance with deeper insights into the composition, activities, perceptions and shared vision for the future of the district.

Recognizing the importance of continual reevaluation of the district, Westshore Alliance encourages everyone who works or lives within the district to make their voices heard.

The survey is now open for data collection. To participate, simply scan the QR code on the left. Thank you.

TAMPA'S WESTSHORE DISTRICT QUICK FACTS

102,000+
Employees

12.75 Million
sq. ft.
of commercial
office space

250+
Restaurants

40+ Hotels
8K+ Rooms

350 Stores
at WestShore Plaza and
International Plaza
and Bay Street

3 Major Highways +
Tampa International Airport

4,000 Businesses
region's largest
employment center

15,000 Residents
3,600+ apartments added since
2009 and 1,000+ planned
or under construction

300+ Acres
of parks, beaches
and trails

26K students
attend Westshore
colleges and schools

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.

19th ANNUAL | OCTOBER 28 | RENAISSANCE TAMPA INTERNATIONAL PLAZA HOTEL

AGENDA

THANK YOU



Presented by:



Welcome

Pat Kelly, Westshore Alliance President

Mayor Jane Castor, City of Tampa, via recorded video address

Veronica Cintron, Vice President of Communications, Tampa International Airport and Master of Ceremonies

In Focus: Today's Westshore Real Estate Market

Office: Kyle Koller, CBRE

Hospitality: Preston Reid, Berkadia

Retail: Patrick Berman, Cushman & Wakefield

Multifamily: Darron Kattan, Franklin Street

15-MINUTE INTERMISSION

In Focus: Planning for Opportunities

Mobility: What's on the Horizon

David Gwynn, FDOT District 7 Secretary

Vik Bhide, Mobility Director, City of Tampa

Project Spotlight, Trends and Forecast Panel

Midtown Tampa: Nicholas Haines, Bromley Companies

Tampa International Airport: Randy Forister, Hillsborough County Aviation Authority

WestShore Plaza: Lisa Callahan, Washington Prime Group

Closing Announcements

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FIVE Labs
Framework Group

Halff Associates
HCP Associates
Schaefer General Contracting
Trickey Jennus
TVS
Vistra Communications

Media Partners





PATRICK BERMAN is Managing Director, Capital Markets, with Cushman & Wakefield. He has sold and leased more than \$2 billion of commercial and residential properties in the U.S. and Canada. He is a recipient of a multitude of awards for top retail production and has served as a broker for SunTrust, Verizon, Sprint, Starbucks, Time Warner, Bright House Networks and many others. patrick.berman@cushwake.com



VIK BHIDE is Director of Mobility for the City of Tampa. A USF graduate, Vik has over 18 years of research, consulting and local government experience in urban mobility. Vik is a local expert in smart mobility and smart cities initiatives. Vik's duties include oversight of the City's transportation, parking and stormwater initiatives. Additional duties include leading the City's Intersection of Innovation Program, serving as a Board member for ITS Florida, the Museum of Science and Industry (MOSI) and Institute of Transportation Engineers Advocacy Committee. vik.bhide@tampagov.net

WASHINGTON PRIME GROUP

LISA CALLAHAN is Senior Vice President of Mixed Use Development at Washington Prime Group. Prior to joining the organization in 2018, Lisa held development positions in the United Kingdom, Puerto Rico and the United Arab Emirates. She has also held roles with Ernst & Young, Westfield and Simon Property Group. Lisa received an MBA from Indiana University's Kelley School of Business and a BA from Butler University. lisa.callahan@washingtonprime.com



VERONICA CINTRON joined the Hillsborough County Aviation Authority in April 2020. Prior to joining the Tampa International Airport team as Vice President of Communications, she anchored Spectrum Bay News 9's weekday evening newscasts for 10 years. The University of South Florida alum has covered major domestic and international stories including the 100th anniversary of the Panama Canal, Pope Francis' first ever visit to Cuba, the aftermath of Hurricane Maria days after it made landfall in Puerto Rico and the earthquakes that rocked the island. Her work has earned six Suncoast Chapter Emmy awards, as well as Florida Association of Broadcast Journalists awards and Society of Professional Journalists' Sunshine State awards. vcintron@tampaairport.com



RANDY FORISTER, A.A. E., CCIM is Director of Commercial Real Estate at Hillsborough County Aviation Authority. He is responsible for developing the land assets of the four airports. His recent focus has been developing the SkyCenter area near the entrance to Tampa International Airport, which will include two office buildings, two hotels and a convenience center with a projected investment of more than \$300 million. Randy has been working with airport real estate for 29 years and has been involved in the development of more than 12 million square feet of non-aviation space. rforister@tampaairport.com



DAVID GWYNN was appointed as FDOT District Seven Secretary in 2017. Prior to this appointment, David served as Director of Transportation Operations for FDOT District One in Bartow. David spent 30 years in the private sector, providing consulting services to the transportation industry before joining FDOT in January 2016. As the District Seven Secretary, David provides administrative oversight for the planning, development and operations for all transportation modes within Citrus, Hillsborough, Hernando, Pasco and Pinellas counties. Secretary Gwynn is a 1983 graduate of the United States Military Academy at West Point. In addition, he holds a Master of Transportation Engineering degree from the University of Florida. david.gwynn@dot.state.fl.us



NICK HAINES is CEO, Bromley Companies, a national real estate development and investment firm. Nick oversees new acquisitions, property management, leasing and corporate strategy including more than \$800 million of acquisitions, disposition and financing transactions and leasing of more than 1.5 million square feet of office, retail and residential property. A founding member of Merrill Lynch's Principal Investment and analyst at Brown Brothers Harriman & Co. for their 1818 Funds, Nick also serves on the Union Square Partnership executive committee. He received an MBA from Stanford University and a BA from Duke University. nhaines@bromco.com



DARRON KATTAN is Managing Director, Multifamily at Franklin Street. With career closings exceeding \$2.1 billion, Darron focuses on properties in Central, West Central, and Southwest Florida. His ability in understanding and underwriting apartment properties with the implementation of Franklin Street's collaborative platform - offering the widest exposure possible - provides clients with timely and customized service as well as a leading approach in the investment sales industry. Prior to joining Franklin Street in 2008, Darron was Vice President/Investments at Marcus and Millichap for nine years. Darron graduated from the University of Florida with a Bachelor of Science in Public Relations and is a licensed real estate broker in Florida, Georgia, Alabama, Mississippi, North Carolina, and South Carolina. darron.kattan@franklinst.com



KYLE KOLLER is the Research Manager for CBRE and has focused on North Florida commercial real estate markets since joining the team in 2020. He has covered the local Tampa real estate market for the past five years, managing data and reporting on 40 million square feet of office product and 200 million square feet of industrial product. Kyle's responsibilities extend into close collaboration with brokerage colleagues, lending insight into market activity, providing financial analysis and managing CBRE's technology platform and how those tools are implemented locally. Prior to joining CBRE, Kyle worked for JLL in Tampa. Kyle has been in the real estate industry for the entirety of his professional career, having started with JLL in their Milwaukee, Wisconsin office in 2015. kyle.koller@cbre.com



PRESTON REID is Managing Director at Berkadia and has completed over \$2.6 billion of hotel transactions. Preston has extensive knowledge of other asset classes and has closed over \$1.7 billion of multi-housing transactions, as well as over \$250 million of commercial transactions, including office, industrial and retail. Prior to joining Berkadia, Preston was a Senior Director in the Tampa office of HFF, LP. Before HFF, Preston worked at JP Morgan's CMBS Investment Banking Group, Wells Fargo's Real Estate Banking Group and SunTrust Robinson Humphrey's Real Estate Investment Banking Group. Preston graduated from University of Florida where he earned a degree in Finance. preston.reid@berkadia.com



The Westshore Alliance is a not-for-profit organization of business and community leaders recognized as the voice of Tampa's Westshore District. With more than 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.

Today's presentations will be available at WestshoreAlliance.org on November 1.