



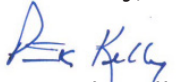
INTRODUCTION

In 2021, the pandemic continued to change the way we interact with the world around us, including at work and home. Together, we found new ways to use innovation and technology to protect our businesses and keep our economic wheels turning. As the District becomes more urbanized, capturing a workforce within a walkable live, work and play experience remains paramount.

This Year in Review highlights the past year with a focus on member engagement, public safety, marketing, transportation and planning to enhance Westshore. It includes a summary of recent development projects as well as statistical snapshots of the District today. As always, we remain focused on our mission of promoting, shaping future growth and fostering the economic prosperity of the Westshore District.

Executive Director since 2015, Ann Kulig announced her retirement this year. We are grateful for her solid stewardship of the organization. We are pleased to welcome Michael Maurino as Executive Director and incoming 2022 President, Kenneth Tinkler, Shareholder, Carlton Fields. Many thanks to our members, board of directors, and committee chairs and volunteers for your hard work and commitment during the past 12 months.

Sincerely,



Patrick Kelly
2021 President



Michael Maurino
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

SkyCenter One
Midtown Tampa retail:
REI
Sephora
Whole Foods
Shake Shack
Joffrey's Coffee & Tea Co.
MyEyeDr.
BellaBrava
Salon Lofts
Midtown Boba
Oronzo
Novel Midtown
Midtown West
The Loft at Midtown
Westshore Village
Westshore Mazda
First Watch
Hyatt House
Home2 Suites
Ulta Beauty
Starbucks at MetWest
Kingsford Fire Grille
Priano Design Center
Dale Mabry Stadium Center

In the Works

CAE at Tampa International Airport
Sheltair at TPA
Corporate Center V
MetWest residential
Rocky Point Apartments
Novel Bay Center
Eisenhower II
Cornerstone Plaza
Westshore Square
EOS Fitness
Holiday Inn Express
Union New American
HCC Administrative offices
Holiday Inn Express

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

Midtown Tampa retail:
William Dean Chocolates
Ponte
True Food Kitchen
Walk-On's Sports Bistreaux
Royal Pets Market & Resort
Ben & Jerry's

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

20+
active projects
in the works

13.2
million square feet of
commercial office space

DISTRICT DEVELOPMENTS

Rooms to Go opens on N. Dale Mabry Hwy.

SkyCenter One opens at **Tampa International Airport**

Hyatt House opens in Avion Park

Vari Furniture opens sales office and showroom

First Watch opens at **Westshore City Center**

REI, Sephora and Shake Shack first to open at **Midtown Tampa**

Frontier Airlines creates new crew base at **TPA**

Upgrades completed at **Courtyard Tampa Westshore** and **Embassy Suites**

Ulta Beauty opens at **Walter's Crossing**

Home2 Suites by Hilton Tampa Westshore Airport opens

Starbucks at **MetWest** opens

Free People opens new expanded store at **International Plaza**

Jeff Gigante unveils Union New American at **Westshore City Center**

Kingsford Fire Grille opens at **WestShore Plaza**

Westshore Mazda opens

Breeze Airways launches service from **TPA**

Adagio apartments sold to Californian buyer

Potbelly Sandwich Shop opens on Dale Mabry Hwy.

Whole Foods, BellaBrava, Joffrey's Coffee & Tea open at **Midtown Tampa**

MRA Capital Partners move to Westshore

KForce, Primo Water announced as tenants for **Midtown West**

Sheltair breaks ground on 100,000 sf hanger at **TPA**

SouthState and Oronzo open at **Midtown Tampa**



pictured: (top) hard hat tour of SkyCenter One at TPA (bottom) First Watch ready to open at Westshore City Center

DISTRICT MOBILITY



pictured: (top) new bike racks at Cigar City Brewing. (bottom) West Shore Interchange rendering

\$1.4

Billion in funding allocated to improvements for West Shore Boulevard, including narrowed lanes and mid-block crossings, that are the first steps towards the goal of a “grand boulevard.”

\$1.2

Million in funding allocated to improvements for West Shore Boulevard that are the first steps towards the goal of a “grand boulevard,” including narrowed lanes and mid-block crossings.

20

Westshore Transportation Action Plan projects advanced in the last year, including projects created by the plan like the Gray Street Bicycle Boulevard and improvements to Boy Scout Boulevard at Manhattan Avenue.

5

Westshore Interchange “Early Works” improvements funded in 2021 to begin in 2022: Veterans Expressway, State Road 60, Cypress Street, Reo Street, Howard Frankland Bridge access.

HART added Westshore-Downtown transit service to Cypress Street just in time for the opening of Midtown Tampa and Super Bowl LV in February 2021.

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

ENGAGING THE COMMUNITY



16

In person events with 825 attendance in Q2-Q4 including our 19th Annual Westshore Development Forum (*pictured, bottom*)

40

Virtual events including Coffee & Connections, Westshore Trivia, Speed Networking, Ambassador, Transportation and Master Plan committee meetings

75

New members joined the Alliance in 2021 bringing total membership to more than 400 businesses

28%

Decrease in crime in Westshore since 2008



We continue to provide value to members by implementing an easy to use Member Portal on our website as well as an interactive development map. We've increased our presence and engagement on social media in 2021.

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Vice President

Kenneth Tinkler, Carlton Fields

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Melanie Fowler, HDR

Treasurer

Ashley Watters, Cogent Bank

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Donald Skelton, Lochner

Executive Director

Ann Kulig, Westshore Alliance

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Angela Odell, MetWest International

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