



## WESTSHORE AT-A-GLANCE

**13.2 MILLION SF**  
commercial office space



**102,000 EMPLOYEES**  
region's largest employment center



**4,000 BUSINESSES**  
from independently owned small businesses  
to America's Fortune 500



**FLY TPA**  
award winning international airport and the hub of  
major highway connections



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



**45 HOTELS**  
8,000+ rooms



**26,000 STUDENTS**  
attend Westshore colleges and schools



**350 STORES**  
independent boutiques plus WestShore Plaza and  
International Plaza and Bay Street



**250+ RESTAURANTS**  
the most distinctive dining destination on  
Florida's West Coast



**300+ ACRES**  
parks, beaches and trails



20th ANNUAL | AUGUST 16 | DOUBLETREE BY HILTON TAMPA AIRPORT WESTSHORE

## AGENDA

## THANK YOU



**WESTSHORE  
DEVELOPMENT  
FORUM**

Presented by:

**Highwoods®**  
PROPERTIES

### Welcome

Kenneth Tinkler, Carlton Fields, Westshore Alliance President  
Mayor Jane Castor, City of Tampa  
Dan Woodward, Highwoods Properties, Presenting Sponsor

### Westshore Market Update

Office: Mercedes Angell, Cushman & Wakefield  
Hospitality: Wyatt Krapf, Berkadia  
Retail: Patrick Berman, Cushman & Wakefield  
Multifamily: Darron Kattan, Franklin Street

### 15-MINUTE INTERMISSION

### Westshore District Survey Results

Robert Allen, HCP Associates

### Destination Dining Restaurant Panel

Jeff Gigante, Next Level Brands  
Stephanie More, La Segunda Bakery & Cafe  
Mike Lester, Walking Tall Brands

### Looking Forward: Transportation & Development Planning Panel

Danni Jorgenson, Transportation Engineering Manager, City of Tampa  
Stephen Benson, Planning Director, City of Tampa  
Beth Alden, Executive Director, Hillsborough Transportation Planning Organization

### Closing

#### Platinum Sponsors



#### Gold Sponsors



#### Silver Sponsors

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Summit Design + Build  
TVS

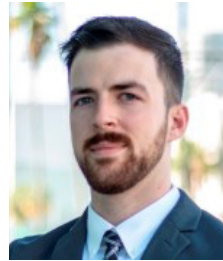
#### Media Partners



# 2022 WESTSHORE DEVELOPMENT FORUM



**BETH ALDEN** is Executive Director of Hillsborough County's Transportation Planning Organization. Alden represents the County on the Sun Coast Transportation Planning Alliance and FL MPO Advisory Council. Under Alden's direction the diverse skills of the planning staff ensure that transportation priorities are coordinated with land use, economic development, and regional and statewide plans for all modes of surface transport. [AldenB@plancom.org](mailto:AldenB@plancom.org)



**ROBERT ALLEN** is Vice President at HCP Associates where he leads and manages the corporate operations which include all market research services and operational infrastructure. Allen received his Bachelor of Arts in Economics from the University of Florida with Summa Cum Laude distinction. Prior to joining HCP Associates, Allen spent six years building research enterprise level data warehouses and deploying advanced analytical marketing tools for fortune 500 companies. [RAllen@hcpassociates.com](mailto:RAllen@hcpassociates.com)



**MERCEDES ANGELL** joined the Tampa office of Cushman & Wakefield as a Leasing Manager in 1995. Angell primarily represents landlords and building owners with assets throughout the Tampa Bay area and is responsible for a portfolio of office parks totaling more than 2.4 million square feet. The properties range from Class "A" buildings to single-story, garden-style office parks. Since 2002, Angell has leased 6.5 million square feet of office space. [Mercedes.Angell@cushwake.com](mailto:Mercedes.Angell@cushwake.com)



**STEPHEN BENSON** leads the City of Tampa's multi-disciplinary approach to guiding growth, land use development, redevelopment and citywide planning initiatives that support the Transforming Tampa's Tomorrow (T3) strategic plan. Benson has more than a decade of experience in urban planning and land use policy and has served as the City's Chief Planner since October 2020. He joined the City in 2019 to coordinate the Mobility Department's strategic transportation policy priorities. [Stephen.Benson@tampagov.net](mailto:Stephen.Benson@tampagov.net)



**PATRICK BERMAN** is Senior 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. Berman 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](mailto:Patrick.Berman@cushwake.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, Cintron 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 and 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](mailto:VCintron@tampaairport.com)



**JEFF GIGANTE** co-founded Ciccio Restaurant Group in 1996 and has grown its brands over the past 2 decades. Forbici Modern Italian in Hyde Park Village marks Gigante's first venture outside of the CRG umbrella and he's enjoyed assembling an all star team of industry veterans to help bring the concept to fruition. He's happy to get back to his roots of full service hospitality and is looking forward to building his brands like Union New American with passion and love. [Jeff@eatforbici.com](mailto:Jeff@eatforbici.com)



**DANNI JORGENSEN** has more than a decade of experience working with communities throughout Florida to plan, prioritize, and implement Complete Streets projects. Jorgenson draws from her broad experience in transportation planning and engineering in her mission to transform roads to make them more safe, walkable, bikeable, and transit-friendly. In 2020, she was named the Young Transportation Professional of the Year by the Tampa Bay Institute of Transportation Engineers. [Danni.Jorgenson@tampagov.net](mailto:Danni.Jorgenson@tampagov.net)



**DARRON KATTAN** is Managing Director, Multifamily at Franklin Street. With career closings exceeding \$2.1 billion, Kattan focuses on properties in Central, West Central, and Southwest Florida. Prior to joining Franklin Street in 2008, Kattan was Vice President/ Investments at Marcus and Millichap for nine years. Kattan 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](mailto:Darron.Kattan@FranklinSt.com)



**WYATT KRAPF** is Senior Director at Berkadia with more than 8 years of experience in commercial real estate. He has worked extensively across all major real estate product types and is primarily responsible for originating and executing hotel investment advisory along with debt and equity placement transactions throughout the southeastern United States. Krapf has completed more than \$2.0 billion of hotel transactions. Krapf earned both Master's and Bachelor's degrees in Civil Engineering from the University of Miami. [Wyatt.Krapf@berkadia.com](mailto:Wyatt.Krapf@berkadia.com)



**MIKE LESTER** is the CEO and owner of Walking Tall Brands, LLC and is a 30 year multi-unit senior executive veteran of the restaurant industry. Before founding Walking Tall Brands, Lester was with Melting Pot Restaurants for more than 12 years. As President, Lester ran a company with as many as 144 domestic and international Melting Pot locations. He was responsible for overall operational, strategic, and financial aspects of the brand. Lester was with Outback Steakhouse for 13 years and developed and operated 15 Outback locations as a Joint Venture Partner. [Mike.Lester@walkingtallbrands.com](mailto:Mike.Lester@walkingtallbrands.com)



**STEPHANIE MORE** is the fourth-generation owner/operator of La Segunda Bakery & Cafe, arguably the most well-known baker of Cuban bread in the nation. The bakery produces 18,000 loaves a day. The Ybor City location was established in 1915. A location in St. Petersburg was opened last year. [Stephanie@cubanbread.com](mailto:Stephanie@cubanbread.com)