

## INTRODUCTION //

We're proud to update you on the transformative year that was 2022 in Tampa Bay's Westshore District. It was a year where we all emerged ready to welcome more office workers and visitors to the district with a focus on enhancement, improvement, and reinvention. As a not-for-profit membership organization, master developer under the Westshore Development of Regional Impact, and manager of the Special Services District, there has never been a more exciting time to be in the city-building business.

This progress report highlights the many success stories from this past year with a focus on the core of what the Alliance does: transportation and planning, member engagement, public safety education, and marketing of our business culture, neighborhood variety, and amazing hospitality. It includes a summary of recent projects as well as a statistical snapshot of our organization. As always, the Westshore Alliance remains keenly focused on our *mission to continue the Westshore District's transformation into a premier mixed-use district and cultivate a thriving community for residents and businesses.* 

We hope this update inspires you to be involved with the Alliance as we pursue our master plan. This is progress which incoming 2023 President, Melanie Fowler, Office Principal at HDR, will build upon. Westshore is primed for so much more redevelopment as the manyplanned transportation improvements move forward, and this is the time to be engaged.

We greatly appreciate the support we receive from the City of Tampa, Hillsborough County, and the State of Florida. Thank you so much to our members, our multitude of sponsors and benefactors, our dedicated board of directors, and our many committee chairs and volunteers who lend their time and their guidance to make the Westshore District Tampa Bay's preeminent employment center, an envied shopping and tourism destination, and a neighborhood that so many want to call home.

Sincerely,

Michael Mainino

Kenneth Tinkler 2022 President

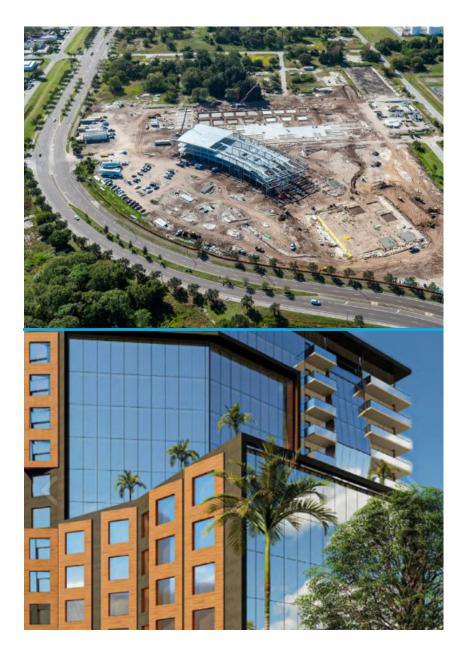
Michael Maurino Executive Director



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. Photo courtesy of Aerial Innovations.

2022 YEAR IN REVIEW WESTSHORE ALLIANCE

### // DISTRICT DEVELOPMENTS



### **Recent Additions**

Midtown Tampa retail: William Dean Chocolates Ponte Modern American True Food Kitchen Walk-On's Sports Bistreaux **Royal Pets Market & Resort** Ben & Jerry's Buff City Soap **Tipsy Salonbar** Colony Grill Polestar **FOS Fitness** Mighty Quinn's BBQ Hales Blackbrick Advantive Gale Spot Kforce **Teachers Federal Credit Union** Arrive Logistics Fanatics **OPSWAT** Mission Wealth **MiSource Staffing** Primo Water PGIM Inc. **KAST** Construction Compass Savills Mad Mobile Penske Tampa Tech Center Simply Healthcare Plans Wipro Maxim Healthcare Services

> 20+ active projects in the works

### In the Works

CAE USA at TPA (pictured, top) Sheltair at TPA Emerson on Rocky Point NOVEL Beach Park **NOVEL Independence Park** Holiday Inn Express Union New American 1515 Westshore (pictured, bottom) HCC Administrative offices Midtown Retail: Sunda New Asian Midtown East Fisenhower II Cornerstone Plaza Westshore Square Corporate Center V MetWest residential

For a complete listing of projects in the Westshore District please visit the <u>interactive map</u> on our website.

13.2

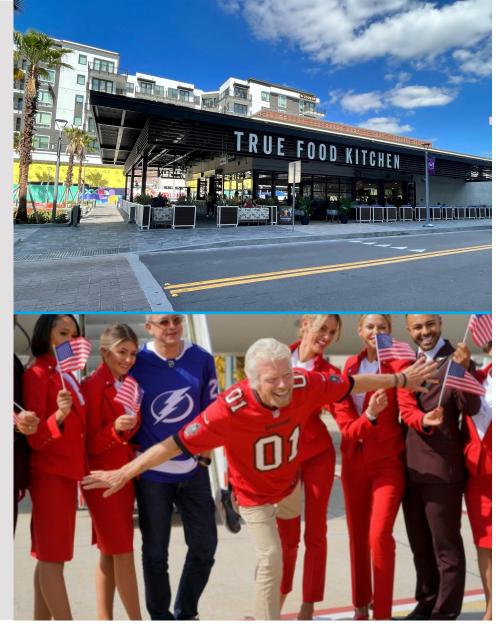
million square feet of

commerical office space

2022 YEAR IN REVIEW WESTSHORE ALLIANCE

### DISTRICT DEVELOPMENTS //

Caspers Company buys The Current Hotel Flagship Bloomin' Brands locations planned on Boy Scout Blvd. Cardinal Point Management purchases Ramada property TPA completes construction of Central Utility Plant Cigar City Brewing parent selling to Monster Beverage for \$330 million Ben & Jerry's, True Food Kitchen, William Dean Chocolates, Colony Grill and others open at Midtown Tampa Midtown East announced with **TECO** as major tenant The Corner at Westshore shopping center sells for \$45 million Midtown Tampa hotels sell in combined \$110 million deal CP Capital develops NOVEL Independence Park Florida's largest law firm chooses Westshore Highwoods Properties sells FBI Tampa Field office building CBRE Investment Management buys NOVEL Midtown Tampa **TPA** begins Red Express Curbside & Airside D shuttle station construction Virgin Atlantic expands service to Tampa International Airport Logistics company, Spot, moving into MetWest III Hales Blackbrick and Mighty Quinn's BBQ open on Dale Mabry Hwy. Crescent Communities broke ground on NOVEL Beach Park Urban Centre gets an update with modern perks Advantive to estalish global headquarters in Westshore Kforce opens new office in Midtown West Teachers Federal Credit Union opens office Gresham Smith debuts office in The Lofts at Midtown Tampa Arrive Logistics takes space on Eisenhower Blvd. Ponte Modern American and Polestar open at Midtown Tampa



pictured: (top) Midtown Tampa (bottom) Virgin Airlines at TPA

# // DISTRICT MOBILITY



pictured: (top) rendering of Boy Scout and Manhattan with a traffic light and crosswalk/sidewalk (bottom) rendering of TPA Airside D

The number of midblock crossings to be built on Kennedy Blvd (1) and West Shore Blvd (2) in 2023, as a result of the Westshore Alliance's advocacy with FDOT, Hillsborough County, and the City of Tampa.

**Years** - How long it has been since Tampa's international gateway built a new terminal. In 2022, Tampa International Airport announced plans to build "Terminal D" with 16 new gates servicing domestic and international flights, bringing total capacity to 72.

33

The number of projects in Phase 1 of the Westshore Transportation Action Plan that have been advanced at the end of 2022. These projects represent both small and large improvements to transform the district into a multi-use walkable district.

The total number of Transportation projects identified in the Action Plan that are funded as of 2022. More than half of the projects funded are Bicycle and Pedestrian projects.

49

The number of Westshore Action Plan projects completed, under construction, or funded as of January 2023. This is 47% of all projects and represents only the first 5-years of the plan (2018-45).



The total number of micro-mobility vehicles that have been deployed within the Westshore District to help solve first mile/last mile connections. This includes scooters, utility bicycles, and e-bikes.

#### 2022 YEAR IN REVIEW WESTSHORE ALLIANCE

## // ENGAGING THE COMMUNITY





In person events with 2,233 combined attendance including our 39th Annual Meeting, 20th Annual Development Forum and Golf Classic (*pictured, bottom*)

170k+

Combined impressions across all social media channels: LinkedIn, Facebook, Twitter and Instagram

93

Member companies joined the Alliance in 2022 bringing total membership to more than 415 businesses

**45k** 

Total unique pageviews on our website in 2022 (+53% vs. 2021), driven by news stories, project updates, event announcements and more



Decrease in crime in Westshore since 2008

We gained followers on all social media platforms for an 11% combined year-over-year increase. LinkedIn led our social channels with the most engagement as well as the most new followers with a 28% year-over -year increase.

### // BOARD OF DIRECTORS

#### **OFFICERS**

*President* **Kenneth Tinkler**, Carlton Fields

*Vice President* **Melanie Fowler**, HDR

Secretary Ashley Watters, The Bank of Tampa

*Treasurer* **Patrick Gehm**, Cousins Properties

*Immediate Past President* **Patrick Kelly**, Franklin Street

*Executive Director* **Michael Maurino**, Westshore Alliance

#### **EXECUTIVE COMMITTEE**

Eric Baum, Bluleadz Lauren Brooks, AECOM Lauren Coup, Highwoods Properties Ken Lane, Avison Young Angela Odell, MetWest International Derek Pupello, FIVE Labs

#### **BOARD MEMBERS**

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