

2022 YEAR IN REVIEW
WESTSHORE ALLIANCE



 **WESTSHORE
ALLIANCE**



Cypress Point Park
#WestshoreWows
photo contest winning entry

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 many-planned 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,



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.

// 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
EOS 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

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
Eisenhower II
Cornerstone Plaza
Westshore Square
Corporate Center V
MetWest residential

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 //

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 establish 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

3

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.

17

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.

37

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).

450

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.

// ENGAGING THE COMMUNITY



48

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

15%

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.



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