



INTRODUCTION //

Dear Westshore Alliance Members and Friends:

As we close-out our 40th anniversary year, we thank you all for supporting and investing in Westshore and our work. As manager of the Special Services District, master developer under the Westshore Development of Regional Impact and a not-for-profit membership organization, it is a momentous time to be in the city-building business.

This Year in Review summarizes how we're enhancing the value and vitality of Westshore for residents, workers, and visitors alike. It provides insight into the progress, challenges, opportunities, and results that are core to our mission. It is also a reminder to our members that the work we do is for the benefit of everyone.

As we move into the second year of our strategic plan, we can celebrate several achievements and progress towards transforming Westshore into a premier mixed-use district. From new murals to complete streets and pedestrian corridors, our efforts have kicked off a period of change that will increase inclusivity, enhance economic development, and cultivate a thriving community for residents and businesses. Our commitment to members is demonstrated by a new membership model that provides a clear return on investment for our members, from the entrepreneur to the global business, and all their employees.

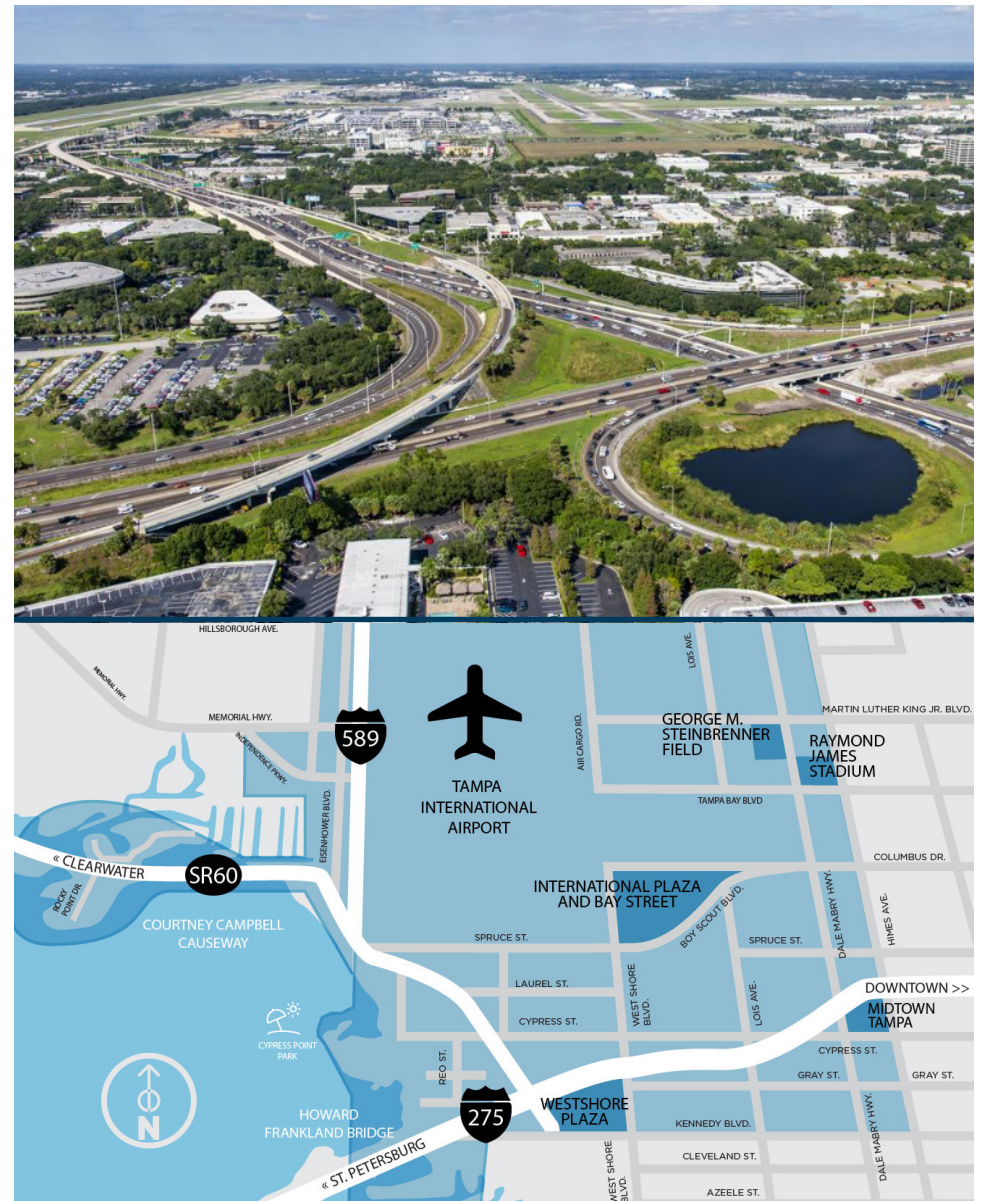
While we reflect on our accomplishments this year, we must remind ourselves of the challenges still ahead. Incoming 2024 President, Ashley Watters, Vice President at The Bank of Tampa, will help guide us through the next year of Westshore's growth. I hope all of you join us in working to shape the future of Westshore.

Sincerely,

Melanie Fowler
2023 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



pictured: (top) Blue Express at TPA (bottom) rendering of Fleming's

Recent Additions

Sunda New Asian
Ballard Designs
CAE USA at TPA
Blue Express Lanes at TPA
Sheltair
The Emerson on Rocky Point
Holiday Inn Express & Suites Tampa
Stadium - Airport Area
Union New American
HCC Administrative offices
Barnes & Noble
NOVEL Beach Park

In the Works

Jet ICU at TPA
NOVEL Independence Park
Woodfield development
1515 Westshore
Monterey on Himes Ave.
Fleming's Prime Steakhouse & Wine Bar
Midtown East
Red Express Lanes at TPA
Eisenhower II
Cornerstone Plaza
Westshore Square
Corporate Center V
MetWest residential
Greenlane
Dave's Hot Chicken
Airsides D at TPA
WestShore Plaza/WPG
Alexan Westshore

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

15+
active projects

15.5
million square feet of
commercial office space

DISTRICT DEVELOPMENTS //

TECO plans move to **Midtown Tampa**

Ridgeline International opens its doors in Westshore

Gale Healthcare opens headquarters

Helicopter flight school opens at Tampa Executive Airport

Barnes & Noble relocates within Westshore

The Emerson on Rocky Point opens with 180 units on the water

Union New American opens in **Westshore City Center**

Contractor selected for **Westshore Interchange** project

Ally Capital Group buys the **Urban Centre**

Construction on **Fleming's Prime Steakhouse & Wine Bar** begins

WellnessLiving moved its regional headquarters to Westshore

Sunda and Brilliant Earth open in **Midtown Tampa**

Highwoods Properties sells One Independence Park

Tampa International Airport unveils 20-year Master Plan

Breeze Airways adds new routes from **TPA**

Kura revolving sushi restaurant opens in **WestShore Plaza**

Amerant moves into Westshore

Chef Fabio Viviani's restaurant opens at **WestShore Plaza**

HCC's new administration building opens

Sheltair expansion is completed

Greenlane announces it will open on Dale Mabry Hwy.

Dick's House of Sport planned for **International Plaza**

Japanese bank moves into **MetWest**

New mural unveiled **MacDonald Training Center**



pictured: (top) Union New American (bottom) Administrative Building at HCC

// DISTRICT MOBILITY



pictured courtesy of FDOT: (top) Howard Frankland Bridge (bottom) new intersection and trail on Cypress St at Cypress Point Park.

1.5

Miles – Amount of new trails being installed on the north side of the Howard Frankland Bridge, which will connect to the larger bridge trail, providing new bicycle and pedestrian connections across Tampa Bay.

5

Number of projects completed within the Westshore District in 2023, which includes 3 intersection improvements, resurfacing of S Rocky Point Dr and new shared lane markings for the new Gray Street Bike Boulevard.

50

Percentage of projects identified in the Westshore Transportation Action Plan that have received funding or have been completed. The Transportation Action Plan will receive an update in 2024.

473

Number of hotel rooms at the former DoubleTree Hotel site at 5200 W Cypress St, which were demolished in December for the future construction staging site for the Westshore Interchange Project.

100

Percentage of pilings that have been placed into Tampa Bay as apart of the new Howard Frankland Bridge in 2023. With the foundation of the bridge now complete, the next phase will see the completion of the “superstructure” that will bring increased capacity to cross-bay commuters.

// ENGAGING THE COMMUNITY



pictured: (top) Golf Classic (bottom) Westshore Development Forum

60

In person events with 2,624 combined attendance including our 40th Annual Meeting Celebration, 21st Annual Westshore Development Forum, 32nd Annual Golf Classic, and the highly anticipated Holiday Luncheon.

226k+

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

83

Member companies joined the Alliance in 2023 bringing total membership to 417 businesses.

85k

Total unique pageviews on our website in 2023 (+52% vs. 2022), driven by district wide event announcements, new member spotlights, news, development updates and more.

21%

Decrease in crime in Westshore over the last 15 years. 90% of the crime in the Westshore District is non-violent property crime.

Total engagement on social media channels (reactions, comments, shares and clicks) increased to more than 19k, a 200% increase. Our engagement rate per impression grew by 30% in 2023.

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