



Raymond James Stadium
Annual Meeting, February



2024

YEAR IN REVIEW WESTSHORE ALLIANCE

FROM THE PRESIDENT



Dear Westshore Alliance Members and Friends,

Our work this year would not have been possible without the Westshore Alliance members and partners, both new and long-term. On behalf of our Board of Directors, thank you for the support you have shown Westshore Alliance. As manager of the Special Services District, master developer under the Westshore Development of Regional Impact and a not-for-profit membership organization, we envision the district as an incredible destination for everyone – from tourists to workers and native Tampanians to first-time visitors.

We are proud to present our 2024 accomplishments. This annual year-end review provides insight into the progress, challenges, opportunities, and outcomes that are at the core of our mission. We know there are still mountains – and overpasses – to climb, but Westshore is an attractive, innovative, dynamic, and powerful place to be.

Much of the groundwork laid in the past ten years has begun to materialize this year. From bike lanes to new murals and pedestrian corridors, our strategic planning has enhanced economic development and helped cultivate a thriving community for residents and businesses. Our new membership model has been a runaway success, providing a clear return on investment for our members. Constructive dialog regarding the Westshore Interchange has prepared us for a smooth project kick off in 2025.

Incoming President, Ken Lane, Principal and Managing Director at Avison Young, will help guide us through the next year of Westshore's transformation. Join us in a commitment to the continued growth and vitality of Westshore.

Sincerely,

Ashley Watters

Ashley Watters
2024 President

Michael Maurino

Michael Maurino
Executive Director



Westshore is a premium mixed-use district of 10-square miles on the shore of Tampa Bay. As home to Tampa International Airport and connections to regional highways, Westshore is accessible for businesses and talent seeking success. Photo courtesy of Aerial Innovations.



DISTRICT DEVELOPMENTS



pictured: (top) NOVEL Independence Park (bottom) rendering of The Mariner

Recent Additions

Fleming's Prime Steakhouse & Wine Bar
Monterey Townhomes
NOVEL Independence Park
Security and Parking upgrades at Tampa International Airport
Bassett Furniture
Greenlane
Dick's House of Sport
Amerant Bank
Johnson & Johnson

In the Works

Woodfield's The Mariner
1515 N. West Shore
Midtown East
Red Express Lanes at Tampa International Airport
Charley's Steak House
Eisenhower II
Cornerstone Plaza
Westshore Square
Corporate Center V
MetWest/ZOM Residential
Airside D at Tampa International Airport
WestShore Plaza/WPG redevelopment
Alexan Westshore
Harrod Healthcare
Sheltair
TECO Energy HQ at Midtown Tampa
BayCare Health System expansion

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

"The Westshore submarket led Tampa Bay in leasing activity in 2024, recording 928,000 sf, or 32.7% of all deals signed. This performance was bolstered by a strong fourth quarter, featuring notable transactions such as a coworking group leasing 30,300 sf at Harborview Plaza, WGI, Inc. securing 19,700 sf, and Citizens Insurance taking 14,900 sf at LakePointe Two. Additional highlights included Acrisure leasing the entire 7th floor at Westwood Center and a confidential client preleasing the remaining space on the 11th floor at Midtown East."

- Cushman & Wakefield

131,790
SF Class A Office
Under Construction

12.2
Million SF of
Commercial Office Space

DISTRICT DEVELOPMENTS



FDOT leveled hotel on W Cypress St to accommodate construction staging

Jet ICU breaks ground on hanger and office complex

Tampa International Airport begins service to Amsterdam and Vancouver

Bassett Furniture opens

Chanel Fragrance & Beauty opens at **International Plaza**

Johnson & Johnson grand opening in **Corporate Center IV**

Charley's Steak House announces move

Rivian Tampa Service Center opens

Tampa City Council approves **WestShore Plaza** redevelopment

Scottish firm Systal Technology Solutions opens office

MetWest residential project breaks ground

FIVE Labs property to be redeveloped

Tecovas opens at **International Plaza**

Fruitwood Standup Market opens on Cypress St

Fleming's Prime Steakhouse & Wine Bar opens new flagship

Hyatt Place Tampa Airport/Westshore is sold

Bay Food Brokerage acquires building for new headquarters

Dick's House of Sport opens at **International Plaza**

Sheltair breaks ground on state-of-the-art narrow-body hanger at **TPA**

Vaco LLC moves into **SkyCenter One**

CAE Defense & Security opens new headquarters

WestShore Plaza marketed for redevelopment as **Westshore 54** - a reference to the acreage available for redevelopment



pictured: (top) Harrod Healthcare rendering (bottom) TPA Airside D rendering



DISTRICT PROJECTS



pictured: (top) Roland Park IB K-8 mural (bottom) Howard Frankland bridge courtesy of FDOT

1.33

Miles of resurfacing on W Kennedy Blvd, from the Howard Frankland Bridge to Dale Mabry Hwy, including a new crosswalk at Hoover Blvd.

2

New Westshore District Foundation murals at MacDonald Training Center and Roland Park IB K-8 Magnet School.

5

New signal box wraps on N West Shore Blvd promoting the Westshore District and enhancing our ongoing master plan and public realm program.

10

New shared street signs and bicycle markings on the Gray Street Bike Blvd, a joint project of the Westshore Alliance and City of Tampa. When complete, Gray Street will connect the Tampa Riverwalk to the Howard Frankland Bridge and Courtney Campbell Causeway Trails.

93

Percentage of Howard Frankland Bridge decks placed by end of 2024.

100

Percentage of Howard Frankland Bridge superstructure beams placed by end of 2024.



ENGAGING THE COMMUNITY



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

1

Event lost to Hurricanes Helene and Milton. Thank you to our members, guests, and sponsors for their support of our programming in response to the 2024 hurricane season.

54

In-person events with a combined 2,468 attendance, including our 41st Annual Meeting, 22nd Annual Westshore Development Forum, 33rd Annual Golf Classic, and Holiday Luncheon.

57

Member companies joined the Alliance in 2024 bringing total membership to 344 businesses.

26k

Combined engagements on our social media posts across all platforms, up 37% from 19k in 2023.

116k

Total unique pageviews on our website in 2024, driven by District-wide event announcements, new member spotlights, news, development updates and more.

90.3% Decrease in crime in Westshore over the last 15 years

In 2024, non-violent property crimes made up 90.3% of all reported crimes in the District. Within this category, shoplifting was the most frequent offense, accounting for 46.3% of incidents. Additionally, auto burglary and vehicle theft together comprised 9.3% of the total reported crimes.



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