



WESTSHORE  
ALLIANCE



Westshore World  
Photography Day  
Contest finalist



2025

WESTSHORE ALLIANCE  
YEAR IN REVIEW



# FROM THE PRESIDENT



Dear Westshore Alliance Members and Friends,

On behalf of our Board of Directors, thank you for the commitment you have shown Westshore Alliance in 2025. Our work this year would not have been possible without the members and partners who have stepped up to become more involved in the organization. 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 inclusive and accessible community where workers, residents and visitors feel welcome and have the opportunity to live, work and enjoy life.

This year-end review represents a summary of projects and outcomes that form the basis of our mission. We welcomed many new members in 2025, hosted sold out signature events and showcased exciting speakers at our monthly luncheons. The Westshore District Foundation, which began in 2023, has raised significant monies earmarked for future public art projects. With each mile of road resurfacing, new mid-block crossing, public art mural and traffic signal installation, we move towards making Westshore a destination of its own.

Our Strategic Plan continues to advance the district, including economic development policy changes in 2026 that will achieve the realization of a vision initially established more than 40 years ago. From bike lanes and pedestrian corridors to windscreens and signal boxes wrapped in our distinctive blue and green, each project puts Westshore further on the map.

Incoming President, Ed Ellsasser, CEO of PrimeGroup Insurance, will help us build and expand upon vital partnerships as we continue our work. Let's work together as we face the challenges and opportunities that lie ahead in 2026.

Sincerely,

Ken Lane  
2025 President

Michael Maurino  
Executive Director



Westshore is a premier 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

## RECENT ADDITIONS

Midtown East  
TECO Energy HQ at Midtown  
Tampa  
Red Express Lanes at Tampa  
International Airport  
PopUp Bagels  
Boda Authentic Mexican Cuisine  
International Plaza and Bay  
Street: Blind Tiger Coffee  
Roasters, Rhone, Alo, Psycho  
Bunny, Shake Shack

## IN THE WORKS

Woodfield's The Mariner  
1515 N. West Shore  
Charley's Steak House  
Eisenhower II  
Cornerstone Plaza  
Westshore Square  
Corporate Center V  
MetWest/ZOM Residential  
Airsides D at Tampa International Airport  
WestShore Plaza/WPG redevelopment  
Alexan Westshore  
Harrod Healthcare  
Sheltair  
Pagidipati Children's Hospital at St.  
Joseph's  
BayCare Health System expansion  
Residences at Rocky Point

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

*"The delivery of Midtown East, the first Class A building to complete since 2021, added 131,790 sf of multi-tenant space to the Westshore submarket, 20.0% of which remained available following its Q2 delivery. Though this wave of new product and, a few notable move-outs, drove a sharp rise in vacancy in the Westshore submarket, vacancy improved in Q4, declining 160 bps quarter-over-quarter (QOQ) to 17.3%."*

*- Cushman & Wakefield*



pictured: (top) MetWest/ZOM Residential (bottom) rendering of Pagidipati Children's Hospital at St. Joseph's, photo courtesy of BayCare

6,500  
Businesses in Westshore

12.2  
Million SF of  
Commercial Office Space



# DISTRICT DEVELOPMENTS



**Tampa International Airport** breaks ground on Airside D

Booz Allen Hamilton relocates to **Midtown East**

**BayCare** buys 36 acre parcel in Tampa Bay Park

**Tampa Bay Business Journal** moves offices within Westshore

**Geico** leases 190,000 SF in Corporate Oaks Business Park

**TPA** unveils redesigned Airside E security screening checkpoint

New **Howard Frankland Southbound Bridge** span opens in March

Korean grocer H Mart announces plans to build store on Hillsborough Ave

**Residence Inn Tampa Westshore/Airport** completes renovations

Curry Leaves restaurant opens in **WestShore Plaza**

Bay Food Brokerage opens new office in Westshore

**TPA** installs new blue shuttles at Airside A

Rhone opens at **International Plaza and Bay Street**

**BayCare** aligns with Northwestern Medical School

Old **Howard Frankland Bridge** demolition begins

Rusty Pelican reopens on Rocky Point

**Tampa International Airport** Red Express curbside lanes open

**McKibbin Equities** buys **SpringHill Suites Tampa Westshore Airport**

**BayCare** begins construction on academic health and research corridor

PopUp Bagels opens on Kennedy Blvd

**Hillsborough College** campus possible location for future Rays stadium

Ceviche to open in **International Plaza and Bay Street**

**Eisenhower Property Group** purchases Westshore Square



*pictured: (top) Tampa Bay Park, photo courtesy of BayCare (bottom) TPA Airside D rendering*





# DISTRICT PROJECTS



*pictured: (top) Traffic signal at Boy Scout Blvd and Manhattan Ave (bottom) Avion Park mural*

1

**New traffic signal** at Boy Scout Blvd and Manhattan Ave installed in February 2025.

3

**Multi-modal safety audits** were conducted on behalf of FDOT to gather feedback on design elements for the reconnection of roads within the Westshore Interchange Project. The audits were comprised of state, county, and city agency representatives and local practitioners.

5

**Medians on W Kennedy Blvd** have been enhanced with landscaping and paver improvements. W Kennedy Blvd from N West Shore Blvd to N Himes Ave has seen updates to roadway aesthetics and public safety priorities.

20

**New wrapped signal boxes** throughout the District and 8 district windscreens installed throughout the district.

98

**percent of new Howard Frankland Bridge** completed and 75% of the old bridge demolitions are completed by the end of 2025.

2,800

**SF of mural at Avion Park.** “Flight in Motion” designed by Jay Giroux with Greater Public Studio was completed in partnership with McKibbin Hospitality in February 2025.





# ENGAGING THE COMMUNITY



*pictured: (top) Bike Westshore series (bottom) Westshore District Foundation fundraising at the Golf Classic*

## 45

**Cyclists** joined two Bike Westshore rides covering 19 miles, 3 trails and 5 parks within Westshore. The Alliance also participated in Bike to Work Day, leading the route from Midtown Tampa to Downtown.

## 55

**Member companies** joined the Alliance in 2025 bringing total membership to 343 businesses. 17 companies joined at the top **Leader** level.

## 60

**In-person events** with a combined 2,874 total attendance, including our 42nd Annual Meeting, 23rd Annual Westshore Development Forum, sold out Golf Classic, and Holiday Luncheon.

## 768

**New followers** across all our social media platforms - LinkedIn, Facebook, X and Instagram.

## 583k

**Impressions** - total number of times our content appeared on users' screens on our social media channels LinkedIn, Facebook, X and Instagram.

# \$10,000

Raised for the Westshore District Foundation





# BOARD OF DIRECTORS

## OFFICERS

### *President*

**Ken Lane**, Avison Young

### *Vice President*

**Edward Ellsasser**, PrimeGroup Insurance

### *Secretary*

**Jessica McRory**, AREHNA Engineering, Inc.

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### *Legal Counsel*

**Ken Tinkler\***, Carlton Fields

### *Executive Director*

**Michael Maurino**, Westshore Alliance

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**Lauren Brooks^**, HDR, Inc.

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**Lauren Coup**, Highwoods Properties

**Christina Harden**, Midtown Tampa

**Nancy Herz**, Parkway

**Gary Schaaf^**, Becker

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**Leo Alvarez**, BayFirst National Bank

**Al Arebalo**, International Plaza and Bay Street

**Daniel Bauer**, Renaissance Tampa International Plaza Hotel

**Stephen Benson**, Lochner

**Tripp Bruce**, AAA-The Auto Club Group

**Paula Buffa\*\***

**Bob Clifford**, WSP

**Christopher Dawson**, GrayRobinson

**Carrie Farnum**, The Baldwin Group

**Joel Farrell**, Suncoast Tampa Association of REALTORS® (STAR)

**Scott Feather**, Carlton Fields

**Nellie Fidura**, Tampa Bay Buccaneers

**Allison Granell**, Supertest Oil Co./ Tampa Bay Marina, Inc.

**Michael Haas**, Cigar City Brewing

**Eric Hart**, Tampa Sports Authority

**Roxanne Kempf**, CBRE

**Michael Kilpatrick**, Centennial Bank

**Christina Kipp**, McKibbin Hospitality

**Karenne Levy**, MacDonald Training Center

**Stephanie More**, La Segunda Bakery & Café

**Eric Muller**, Pro-Ject International

**Ward Murphy**, Uniti Fiber

**Tony O'Brian**, Tampa International Airport / HCAA

**Chris Paynter**, Hillsborough College

**Alice Price**, AtkinsRéalis

**Jerome Ryans**, Tampa Housing Authority

**Larry Scollo**, WestShore Plaza

**Sara Seifried**, BayCare Health System

**Phillip Smith**, Framework Group

**Michele Sotiriou**, PwC

**Ronda Stoker**, Bloomin' Brands

**Andrew Wright**, Ally Capital Group/Franklin Street

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\*Past President

^Committee Chair