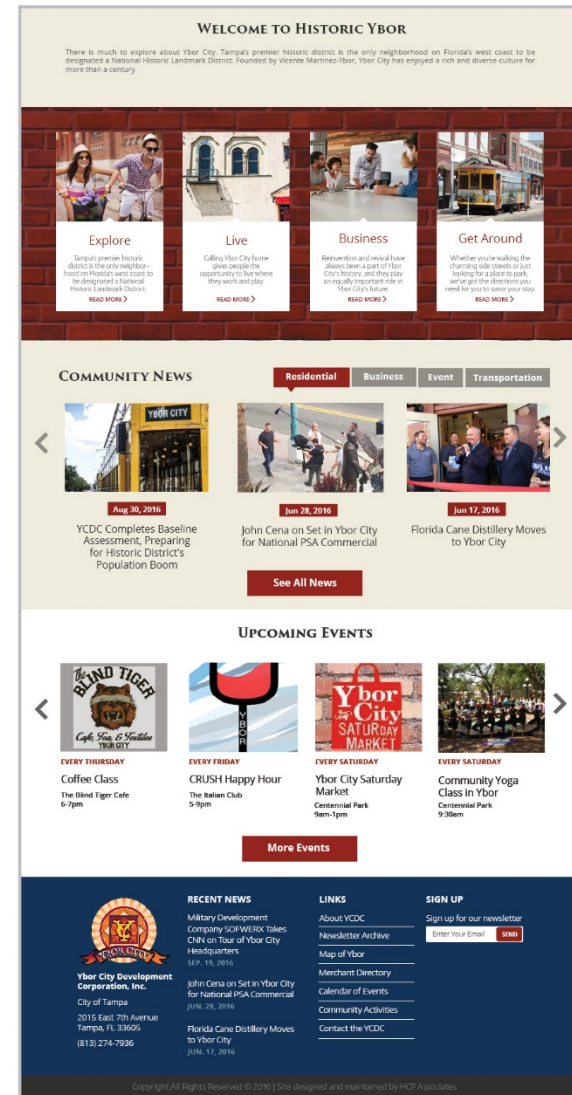




MORE IN YBOR

PROMOTION TACTICS - WEBSITE

www.yborcityonline.com



PROMOTION TACTICS - BROCHURE

A complete online version of the Economic Development Brochure

<https://yborcityonline.com/brochure/>

LEADING INDUSTRIES
With the implementation of new fiber communication networks throughout the district along with community Wi-Fi spots, Ybor City is now home to many technology firms specializing in everything from military research and development to large worldwide e-commerce and small business software development companies.
Over the past decade, Ybor City's technology scene has thrived with more than 30 tech-related companies housed in the historic district.

YBOR'S WORKFORCE POPULATION GROWTH OVER THE LAST DECADE

Most notable industries for job growth	% Growth
Arts, Entertainment, and Recreation	650%
Utilities & Labor	154%
Manufacturing & Warehousing	56%
Professional Services	23%
Hospitality & Service	19%

Starting our business in Ybor City gave us a tremendous advantage. Every visitor, tourist or new resident to the Tampa Bay area visits Ybor City. Starting a business here is not only easy, but a smart decision with guaranteed foot traffic, affordable rent, amazing amenities and a local government that is pro-business.
-Roberto Torres, Owner of the Blind Tiger and Black & Denim

Source: HCP Associates 2018 Assessment



The brochure is distributed in an authentic cigar box

PROMOTION TACTICS - NEWSLETTER

Quarterly Newsletter, Ybor Legend



Development Corporation

YBOR LEGEND

Fall 2018

MONDAY - THURSDAY	7 a.m. to 7 p.m. 10 minutes frequency	7 to 11 p.m. 20 minutes frequency
FRIDAY	7 a.m. to 7 p.m. 10 minutes frequency	7 p.m. to 2 a.m. 20 minutes frequency
SATURDAY	8:30 a.m. to 2 a.m. 20 minutes frequency	
SUNDAY	8:30 a.m. to 11 a.m. 20 minutes frequency	

FREE STREETCAR SERVICE

One of only two National Historic Landmark Districts in Florida, Ybor City has focused on preserving the neighborhoods' changing character and rich culture. One of its special features is the bright yellow TECO Line Streetcars that provides transit and a historical experience unlike any other. Thanks to a Florida Department of Transportation \$2.7 million grant awarded to HART earlier this year, all passengers will ride free for the next three years.

Additional enhancements are the service frequency and expanded hours. Thanks to the streetcar system, our community is well-connected to the number of opportunities emerging throughout the area. Look for the streetcar's whistle and dimb aboard! For more information, visit JscalLineStreetcars.org or call (813)-254-4278.

INSIDE

- Summer Photo Contest Winners
- Worker & Resident Survey Results
- Ybor Projects Underway
- Welcome to the Neighborhood
- Upcoming District Events
- Special Events Grant Recipients

A PUBLICATION OF THE YBOR CITY DEVELOPMENT CORPORATION | YBORCITYONLINE.COM

YBOR CITY 2018 SUMMER Photo Contest

WINNERS ANNOUNCED!

Thank you to everyone that participated in the 2018 YCDC Summer Photography Contest. In total, 170 photos were entered. Photograph uniquely showcased the beauty and one-of-a-kind character of our national historic district. Congratulations to the category winners and thank you to the sponsors of the contest. Contest photographs are now available for viewing on our Facebook. Visit YborCityOnline.com/PhotoContest for more information.

WORKER & RESIDENT SURVEY RESULTS

More than 700 Ybor City residents and workers took part in Ybor City Development Corporation Biennial Worker and Resident Survey. Since the first survey in 2016, there have been several improvements. We have contributed to Ybor City's revitalization. In regard to transportation, the 2018 study noted that both residents and workers utilize public transportation such as the TECO Streetcar Line, specifically on the weekends. The implementation of free rides and extended service hours will increase the convenience and connectivity between Ybor City, the Channel District and Downtown Tampa. Visit YborCityOnline.com/BusinessDevelopmentResources for the results.

A PUBLICATION OF THE YBOR CITY DEVELOPMENT CORPORATION | YBORCITYONLINE.COM

YBOR PROJECTS UNDERWAY

Ybor Hotel
Construction of the new hotel is underway. Said to be an echoing example of Ybor City's Cuban architectural influences.

Free Grates
Newly installed tree grates will uniquely accentuate Ybor's historic aura.

Case Oliva Opens
The Oliva Cigar Building is historic and now at the same time. As always, Thor continues to revitalize, while at the same time maintaining the treasures of the past.

WELCOME TO THE NEIGHBORHOOD

Vintage Roost
The Vintage Roost is a 5,000 square foot market featuring 18 vendors offering items suited with their own distinctive vintage flair. Located at 2326 E. 7th Avenue, the Vintage Roost Market takes place the 2nd and 4th weekends of each month.

Honey Bee's Day Spa
An elegant and charming Day Spa, Honey Bee's offers a number of services from massages and facials to manicures and pedicures to even hair and makeup. Located at 1929 N. 19th St., the staff at Honey Bee's is dedicated to attend to your relaxation needs.

Flynn's Retrobar
Flynn's Retrobar at 1502 E. 7th Ave. is a unique retro-themed gaming bar. The establishment has an '80s and '90s theme, displaying a plethora of pop-culture memorabilia. The gaming bar features restored pinball machines and arcade games from the corresponding era.

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UPCOMING DISTRICT EVENTS

- Italian Club's 100th Year Anniversary Events
November 16 - 17
- 8th Annual Cupcake Festival at Ybor Saturday Market
November 17, 9 a.m. to 3 p.m.
- Small Business Saturday
November 24
- Ybor City Tree Lighting at Centro Ybor
November 28, 6 to 9 p.m.
- Cigar Heritage Festival at Centennial Park
December 2, 11 a.m. to 5 p.m.
- Ybor City Snow on 7th Holiday Parade
December 8, 6 to 9 p.m.
- Santa Lucia Mass and Blessing Ceremony, 100th Anniversary Event
December 9, 7 p.m.
- Jingle Bell Bazaar at Centennial Park
December 16, 11 a.m. to 6 p.m.
- Outback Bowl New Year's Eve Parade
December 31, 5:30 to 7:30 p.m.

DR. BOB BUCKHORN
Ybor City Redevelopment Area (CRA) Board

Chairman - Yvonne Torre Capin
Vice-Chairman - Luis Vera
Frank Rodriguez
Teresa Rodriguez
Tampa City Council Chambers, City Hall, 315 E. Kennedy Blvd.
8 a.m. and Thursday of the month

Board of Directors

Chairman - Professional Office
Vice-Chairman - AZ Jorge
Treasurer - Jorge
Secretary - AZ Jorge
Historic Ybor City Neighborhood Civic Assoc.
Ybor City Roundtable
Ybor City
Prosperity Owner
East Ybor Historic Neighborhood Civic Association
Hotel B&B Breakfast
Finance and Banking
Ybor City Chamber of Commerce
Ybor Merchants Association
Multi-Family Residential
Restaurant
Barron Latino Commission
Ybor City Museum Society
Historic Ybor County Sheriff's Office
Retail
Gator Boy District Coalition
Historic Ybor Community College
Espanola/El Barrio
Fien Costantino
Ybor City
Ybor City
Tuesday of the month except December

YBOR CITY DEVELOPMENT CORPORATION
2018 1st 7th Avenue, Tampa, FL 33605
(813) 274-2900 | YBORCITYONLINE.COM | YBORCITYONLINE.COM

Part of the City of Tampa - Department of Economic and Labor Development
and encourages advancement of economic opportunity

YCDC Staff:
Christina Ott, Assistant • Brenda Thomas • Gloria Lindquist

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PROMOTION TACTICS - EMAILERS

Ybor Flash Announcements



YBOR FLASH
Announcement

VISION 2020

Vision 2020 is Underway!
May 17, 2019

On behalf of Vanasse Hangen Brustlin, Inc. (VHB), the Planning Commission, as well as the Ybor City Development Corporation (YCDC) team, we would like to sincerely thank everyone who attended the Vision 2020 meeting on Wednesday evening. We appreciate the phenomenal insight we received from the 100 individuals who came out to share their thoughts, opinions, and sentiments!

Vision 2020 will result in a five-year action plan focused on market analysis, urban planning, transportation, and infrastructure. All are invited to still participate in the Vision 2020 planning process. For more discussion with VHB, please attend the YCDC board meeting held at our office on May 28th at 4:00 PM.

If you are unable to attend and would still like to share your ideas, please visit [Ybor Vision 2020](#) to complete our current survey. By participating you are eligible to potentially win a Walk of Fame paver, which will be inscribed on 7th Avenue!

[Take Survey](#)



YBOR FLASH
Announcement

RPM

TRAFFIC ADVISORY
Ryan's Run- Saturday, April 27th, 2019

This Saturday, traffic is expected to be heavier than normal in Ybor City due to Ryan's Run. Drivers and pedestrians are advised to allow for extra travel time and to travel through the area with caution. The run will begin at 8 a.m. **Street closures will be from 6 - 9:30 a.m.**

Street Closure Schedule:
6:00 a.m.

- **East 9th Avenue** between Angel Oliva Senior Street and North 19th Street.
- **Angel Oliva Senior Street** between East 8th Avenue and East 9th Avenue.
- **North 19th Street** between East 8th Avenue and East Palm Avenue.

7:00 a.m.

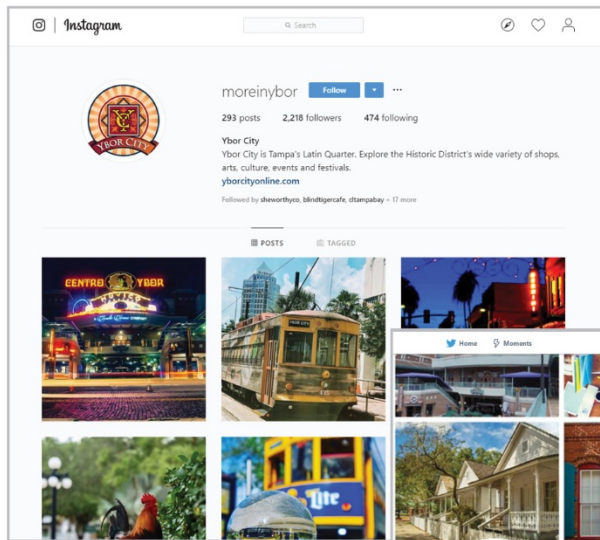
- **East Palm Avenue** between North Nebraska Avenue and North 21st Street.
- **East 7th Avenue** between East Scott Street and Nick Nuccio Parkway.
- **Nick Nuccio Parkway** between North Nebraska Avenue and East Palm Avenue.
- **East 12th Avenue** between East Palm Avenue and East 13th Avenue.

The City recommends that motorists use alternate routes to avoid traffic congestion.

For more information, please call the Traffic Management Center, Smart Mobility Division Department of Transportation and Stormwater Services at (813)-274-7368 or email TrafficManagement@tampagov.net.

PROMOTION TACTICS - SOCIAL MEDIA

Social Media



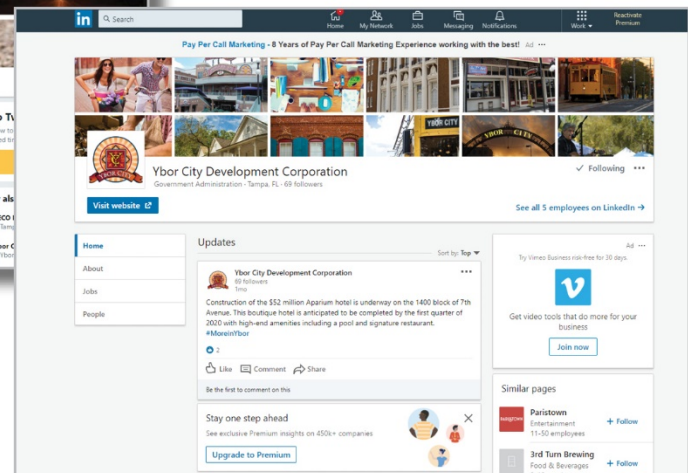
Instagram



Facebook



Twitter

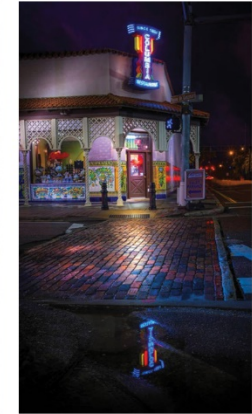
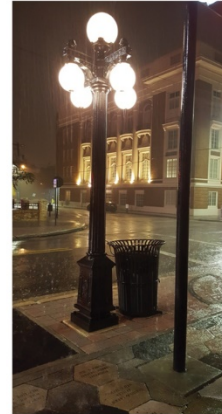


LinkedIn

PROMOTION TACTICS - PHOTO CONTESTS

Photography Contests encourage community engagement and is run through social media.

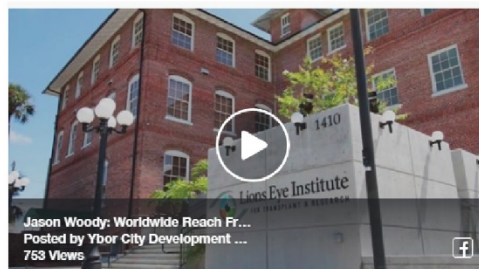
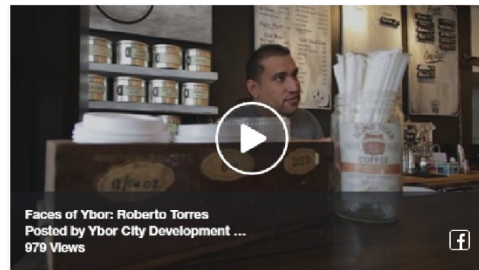
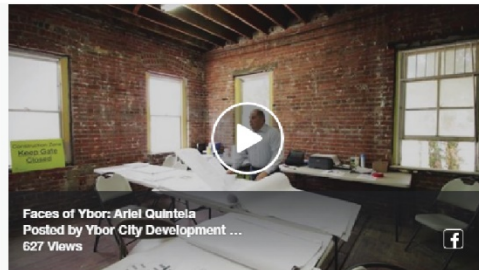
<https://yborcityonline.com/2018-summer-photo-contest/>




PROMOTION TACTICS - “FACES OF YBOR”

A video series highlighting various community stakeholders

<https://yborcityonline.com/faces-of-ybor/>



PROMOTION TACTICS - PRINT ADS



**More
— IN —
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**TAMPA'S NATIONAL
HISTORIC LANDMARK DISTRICT**
Just a short streetcar ride from downtown Tampa

No trip to Tampa Bay is complete without a visit to Historic Ybor City, which offers an eclectic mix of history, culture and entertainment. Come celebrate festival season with us by enjoying one or more of our popular annual events.


MARCH	2-9	Gasparilla International Film Festival, various venues and times
	18	Rough Riders' St. Patrick's Day Parade, 8 p.m.
	25	Tampa Pride Festival and Parade, 10 a.m. to 5 p.m.
APRIL	1	Lions Eye Institute's Race for Sight 5K Walk/Run
	1-2	6 th Annual Cuban Sandwich Festival at HCC, 11 a.m. to 6 p.m.
	6-9	Festa Italiana, various times

Day or night, discover why Historic Ybor City has something for everyone. For more information about these and other upcoming events, visit YborCityOnline.com/ferry.


YborCityOnline.com/ferry



Take the historic streetcar from Greco Station #10 into Ybor City!



Stop at Centro Ybor Station #2 for dining and shopping!





**More
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yborcityonline.com/business

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