



Community Redevelopment Area

# HEART OF TAMPA CULTURE AND ARTS CAMPAIGN PRESENTATION



# THE HEART OF TAMPA

**IN 2020, THE YBOR CITY COMMUNITY REDEVELOPMENT AREA EMBARKED ON A THREE-YEAR CAMPAIGN TO:**

- **SHOWCASE YBOR CITY'S HISTORIC CHARACTER**
- **HIGHLIGHT THE DISTRICT'S DIVERSITY AS "AMERICA'S NEIGHBORHOOD"**
- **EMPHASIZE ITS GROWING CONNECTIVITY TO DOWNTOWN TAMPA**
- **ILLUSTRATE THE MIXED-USE GROWTH OF RESIDENTIAL, COMMERCIAL, AND ENTERTAINMENT**
- **FEATURE REDEVELOPMENTS BRINGING NEW OPPORTUNITIES WHILE EMBRACING YBOR'S DISTINCTIVE HISTORY AND CHARACTER**





# DIGITAL PROMOTION



**YBOR FLASH**  
Announcement

Ybor City's 135-year history proves its strong 'beat' as the **heart of Tampa**

A neighborhood where the culture, history, diversity, and beauty keep it ALIVE!

**Historic Ybor City Launches New Campaign: Heart of Tampa**

Ybor City's historical culture, charm, diversity and economic impact continue the strong 'beat' of the district.

Historic Ybor City is launching a new campaign to celebrate its strong history, diversity, and collective economic impact to the area. As the *Heart of Tampa*, Historic Ybor City is the essence of Tampa – from the culture to the new businesses that reach success and thrive off of the diversity.

Amidst the challenges of a global pandemic, many great things happened in Ybor City – the opening of Hotel Haya; construction and opening of the new Sicilian restaurant Casa Santo Stefano; and the growth of the Flan Factory from the Ybor Saturday Market to a brick-and-mortar location. Additionally, new housing options opened, such as the luxury apartment community, Lector 85.

"Our District, understandably, has been fairly quiet the past few months, nonetheless, there was a lot happening under the surface. We have so much going on and a lot to offer, whether it's for people visiting or for new businesses interested in opening in the District," said Courtney Orr, Manager of the Ybor City Development Corporation.

Ybor City businesses are resuscitating from tough times and the *Heart of Tampa* campaign offers an opportunity for them to share their continued belief in Ybor. Businesses in the District will be provided *Heart of Tampa* window clings to exhibit their support of the optimistic pulse of the area. Ybor City Development Corporation ambassadors will be distributing the window clings to businesses in the next few weeks.



moreinybor

How does **Ybor** have your **Heart?**



**HAPPY NEW YEAR**



Visit  
**'The Heart of Tampa'**  
**YBOR CITY**



moreinybor

PICK YOURS UP  
**Today!**



**heART**  
of **Ybor**  
Community Art Contest



# PRINT PROMOTION

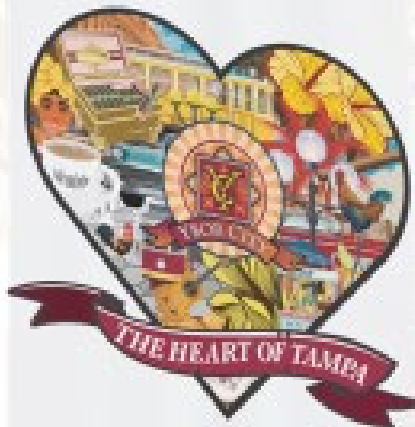


City's 135-year  
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"Heart of Tampa"

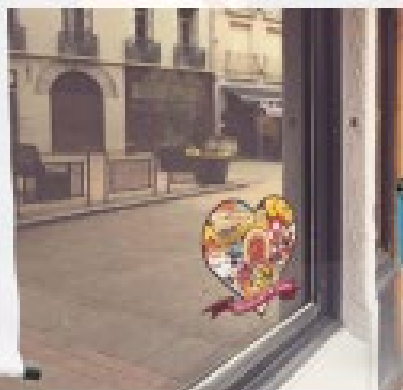
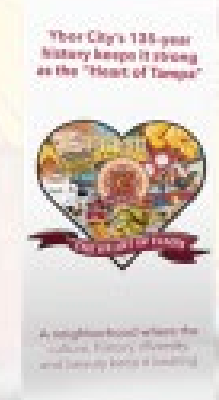


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# FESTIVAL AND EVENT PROMOTION



arts-culture/

## EVENTS RETURN TO YBOR CITY

Special events are back and better than ever! The Ybor City Community Redevelopment Area is thrilled to co-sponsor 23 incredible events this upcoming year through the Special Event Co-sponsorship Grant Program. From street festivals and markets to holiday celebrations, Ybor City is the place to experience music, food, culture, and history! To learn more about upcoming events in the district, visit [yborcityonline.com](http://yborcityonline.com) and follow Ybor Community Redevelopment Area on social media!

f @YborCity



## Florida History: Ybor City, the 'heart of Tampa,' still beating more than a century later

Cynthia Williams Special to Fort Myers News-Press

Published 9:00 a.m. ET Nov. 21, 2021

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The one-square-mile heart of central Ybor City today continues to draw people and money to the city of Tampa. Tourists are attracted to its history, its music, its Spanish, New Orleans-style ambiance, and, of course, to the little store fronts where cigar rollers demonstrate their skills. Centro Ybor, Gabriel Burgos, Photographer (Courtesy Of Ybor City Development Corporation, 2016)

## THE YBOR CITY CRA PROMOTES SPECIAL EVENTS FEATURING THE DISTRICT'S VIBRANT CULTURE USING A VARIETY OF TECHNIQUES INCLUDING:

- SOCIAL MEDIA
- E-BLASTS
- NEWSLETTERS
- DIGITAL ADS
- PRINT ADS
- MEDIA RELATIONS
- EVENT CALENDAR
- *SPECIAL EVENT CO-SPONSORSHIP GRANTS*



# COMMUNITY ART CONTEST



THE YBOR CITY CRA LAUNCHED AN INAUGURAL *HEART OF YBOR* COMMUNITY ART CONTEST FEATURING SUBMISSIONS IN THE CATEGORIES OF VISUAL, DIGITAL, PERFORMANCE, AND OUT-OF-THE-BOX ART CATEGORIES.

THIS CONTEST ALLOWS THE DISTRICT'S RESIDENTS AND WORKERS TO SHARE THEIR TAKE ON WHAT MAKES AMERICA'S NEIGHBORHOOD SO SPECIAL.



# VIDEO SERIES

**IN PARTNERSHIP WITH HILLSBOROUGH COMMUNITY COLLEGE YBOR CAMPUS, THE YBOR CITY CRA CREATES VIDEO SERIES LED BY STUDENTS SHOWCASING THE DISTRICT'S REDEVELOPMENT PROJECTS, BUSINESS OPENINGS, AND MORE.**

**THE MOST RECENT ENTRY IN THE SERIES FEATURED MEATYARD YBOR, A REDEVELOPMENT THAT WILL CONVERT ONE OF THE DISTRICT'S HISTORIC WAREHOUSES INTO OVER 50 WORKSPACES FOR ARTISTS – WITH GALLERY SPACE TO FEATURE THEIR WORK.**





# COMMUNITY RESEARCH



## Retail Recruitment

Are there any specific retailers that you would like to have locations in the area, and what would do well opening an Ybor City location?

- Residents were most interested in grocery options
- Specific stores such as Publix and Trader Joes were called out, with drug stores such as CVS also named

**EVERY TWO YEARS, THE YBOR CITY CRA CONDUCTS A STUDY OF RESIDENTS AND WORKERS THAT MAKE UP THE DISTRICT.**

**THESE FINDINGS PROVIDE INSIGHT TO DISTRICT LEADERS AND THE CITY OF TAMPA ON THE DISTRICT'S STRENGTHS, WEAKNESSES, AND OPPORTUNITIES.**

**THE FINDINGS ALSO PROVIDE STAKEHOLDER RECOMMENDATIONS ON NEW RETAIL RECRUITMENT AS WELL AS ARTISTIC ENHANCEMENTS. THE LATEST STUDY'S RESULTS PROVIDED STRONG COMMUNITY SUPPORT TO RE-BRICK THE MAIN THOROUGHFARE OF YBOR CITY – A DEEPLY SIGNIFICANT HISTORIC RENOVATION.**



# heart of Tampa

