

*“10 best places in the US for  
first-time homebuyers to  
invest in real estate right now”*

# 1?

**TAMPA**

Share of listings with a price cut: 21%

Median home value = \$215,500

Median listing PSF = \$145

Zillow: home value 5.5%↑  
since June 2018

Source  
BUSINESS INSIDER  
July 23, 2019





*Formerly known as Committee of One Hundred under Tampa Chamber of Commerce, the Tampa Hillsborough EDC was established in 2009 as a partnership between the public sector and private corporate Investors and is the lead designated economic development agency for Hillsborough County and the cities of Tampa, Plant City, and Temple Terrace, and an official partner of Enterprise Florida*

### Primary functions

- Attract, retain, grow targeted industry sector jobs
  - ✓ Defense & Security
  - ✓ Information Technology
  - ✓ Life Sciences & Health Care
  - ✓ Manufacturing, Distribution & Logistics
  - ✓ Financial & Professional Services
  - ✓ Corporate Headquarters
- Create positive image for the community
- Conduct market research
- Promote international business

### Services include (not limited to)

- Confidential site selection assistance
- Identify available sites
- Respond to RFIs/RFPs
- Prepare itineraries, conduct site visit tours
- Arrange employer interviews
- Facilitate incentives negotiations
- Post-decision services to help new facility become rapidly established



# TRANSFORMATIVE DEVELOPMENTS

WESTSHORE

GANDY BOULEVARD

HYDE PARK

WEST TAMPA

YBOR CITY/EAST TAMPA

!p

TEMPLE TERRACE

PLANT CITY

SOUTH SHORE

PORT TAMPA BAY

DOWNTOWN TAMPA





# WESTSHORE







# WESTSHORE DISTRICT

TAMPA BAY

POWERED BY WESTSHORE ALLIANCE

## 39 PROJECTS

Planned

Under construction

Completed

(from 2017 to present)







# WESTSHORE DISTRICT

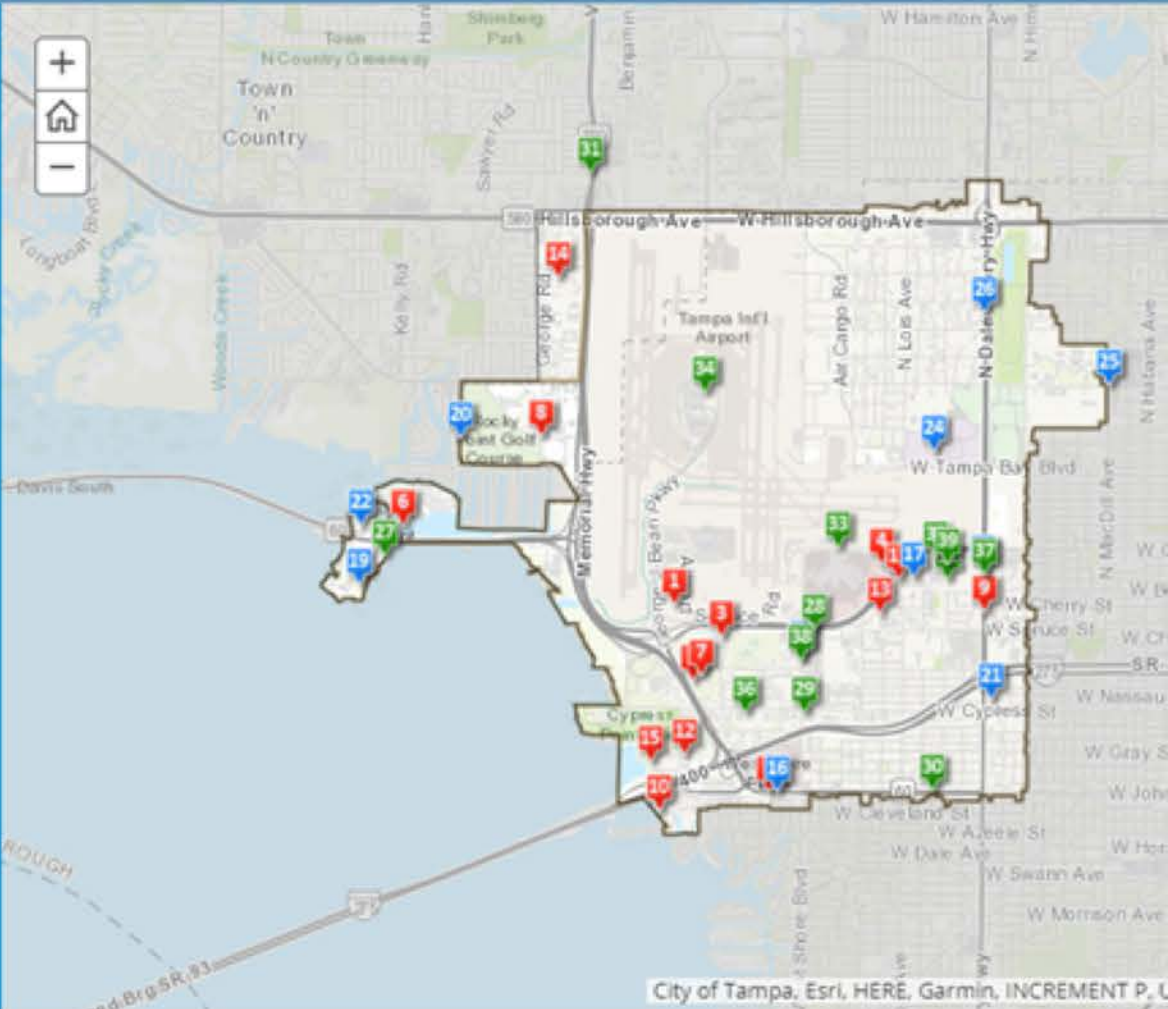
TAMPA BAY

## WESTSHORE DEVELOPMENT

Take an online tour of Westshore to learn about the latest development initiatives that are creating a vibrant urban experience in the heart of the Tampa Bay region. Find out what's new and what's to come for those who work, live, stay and play in this premier community.

### PROJECT STATUS

- Planned**
- Under Construction**
- Complete (From 2017 to Present)**



AIRPORT EXPANSION PHASE II (Planned)



SKYVIEW PLAZA (Planned)



HYATT HOUSE (Planned)



CORPORATE CENTER V (Planned)



WESTSHORE PLAZA REDEVELOPMENT (Planned)



ROCKY POINT APARTMENTS (Planned)



HOME2 SUITES (Planned)



INDEPENDENCE PARK TWO (Planned)



Holiday Inn Express (Planned)



HIGHWAY 93 (Planned)





# RENAISSANCE CENTER EXPANSION

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- Pictured: AAA regional HQ; 750 employees (150,000 SF Renaissance Center 6)
- 71 acres north of Tampa International Airport
- Wellcare Health Plans
- Capital One Financial
- Next up: Renaissance Center 7 (four story, 118,808 SF building, expansion of existing Parking Garage B)





## WESTSHORE PLAZA REDEVELOPMENT (Planned)

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Washington Prime Group wants to add to WestShore Plaza:

- 200,000 SF office
- 120,000 SF medical office
- 1,126 multifamily residential dwelling units — including both condominiums and apartments in midrise and highrise buildings
- 240 hotel rooms





# SKYVIEW PLAZA

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- Zons Development of Tampa
- 13-story mixed use development
- Class A office (100,000 SF), retail, restaurant and area's first Cambria hotel (138 rooms)
- On Frontage Road next to Social Security Administration office
- Projected completion date: early 2021





# SKYVIEW CENTER

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- Location: Tampa International Airport
- Construction on Phase 2 has begun
- Old Red Side Rental Car garage imploded in August to make way for new express curbsides for passengers with no checked bags
- 35-acre commercial development around new Rental Car Center
  - ✓ Office (Skyview Center)
  - ✓ Convenience store with gas station
  - ✓ Hotel



- Bromley Companies
- I-275 and North Dale Mabry Highway
- 22 acres
- \$500M
- 1.8M SF retail, residential, 3 Class A office buildings, entertainment, hospitality
- Midtown Commons (central green space)
- 3-acre Midtown Lake
- Watercourse (recreational trail around the lake)

# MIDTOWN TAMPA

## *A city within a city*







OFFICE

GROUND FLOOR RETAIL

RESIDENTIAL

DOG PARK

3-ACRE POND  
WITH JOGGING TRAIL

OFFICE

WHOLE  
FOODS  
MARKET

OFFICE

HOTEL

RESIDENTIAL

GRO























MIDTOWN





# GANDY BOULEVARD





# GANDY BOULEVARD

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## Tampa Bay Times

### **Hundreds of homes, an elevated highway — \$1 billion in changes at Tampa end of the Gandy Bridge**

*Big projects underway in Tampa include a new Westshore Marina District  
and elevated Selmon Expressway Connector*

By Susan Taylor Martin

December 27, 2018









# HYDE PARK







Crosstown Expressway (Toll Road)

Florida 618 (Toll Road)

Bayshore Boulevard

Bayshore Boulevard

Historic Hyde Park Neighborhood Association

  
**HISTORIC  
HYDE PARK**

Hyde  
Park  
Village

Kate  
Jackson  
Community  
Center



# HYDE PARK VILLAGE

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- WS Development
- 270,000 SF
- *Beautification project:* metered/on-street parking for easier access to stores, Village-wide valet parking program, newly paved streets, wider sidewalks, additional seating throughout, new landscaping, Snow Avenue building (under construction, office space on second floor)
- Unique combination of retail shops and restaurants
- *Key tenants:* Anthropologie, bartaco, Bluemercury, Brooks Brothers, Buddy Brew Coffee, CineBistro, Goody Goody, Kendra Scott, lululemon, On Swann, Paper Source, Pottery Barn, Suitsupply, Sprinkles, Surf Outfitter, Vineyard Vines, West Elm
- *Now open:* Boho Hunter, Bonobos, Fig & Julep, Forbici, Social Status, Sunni Spencer
- *Coming soon:* Clean Juice, Hyde House, Meat Market









NEXT  
700 FT



TIMPANO

West elm

















The image shows the interior of a Vineyard Vines retail store. The focal point is a long, curved counter designed to look like the deck of a boat, with a polished wooden surface. On the counter, there are several white boxes, a wicker basket, and some electronic equipment. Behind the counter, the store's interior is visible, featuring a large mural of a blue sky and ocean on the left wall. The ceiling is made of wood and has several brass-colored pendant lights hanging from it. In the background, there are shelves with various items, including clothing and framed pictures. The overall atmosphere is nautical and sophisticated.

**VINEYARD VINES**  
Tampa, FL











# WEST TAMPA





# WEST RIVER REDEVELOPMENT PLAN (CRA)

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- City of Tampa
- 120 acres
- Bounded by Rome Avenue, Columbus Avenue, the Hillsborough River and I-275
- 1600 new residential units
- Ties into historic West Tampa
- Construction began January 2019 on first of several mixed income buildings
- New building construction will be completed over next 10 years
- Tampa Downtown Partnership engaged



# JULIAN B. LANE RIVERFRONT PARK

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# Florida-Israel Business Accelerator (FIBA)

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- Located in the Bryan Glazer JCC
- Business development program to establish and grow successful, high-growth tech ventures in the Tampa Bay area
- 6 key industries: health, logistics, urban, enterprise software, security, sports
- WHY FLORIDA – Florida's Tampa Bay is a hub of innovation and entrepreneurial success
- WHY ISRAEL – 8th most powerful country in the world; Bloomberg Index ranks it 5<sup>th</sup> of most innovative countries





# YBOR CITY EAST TAMPA





# YBOR CITY

Ybor City Development Corporation (YCDC) compiling Ybor Vision 2020 Plan – 5-year action plan focused on market analysis, urban planning transportation and infrastructure



Please join us for the  
**GROUNDBREAKING  
CEREMONY**  
for the forthcoming hotel  
in Ybor City

Thursday, May 24, 2018  
10:30 AM

1402 E. 7th Avenue  
Ybor City  
Onsite Parking

**APRIUM**

Aparium Hotel Group  
The Capitano & Garcia Family  
Darryl Shaw  
The Ellison Family  
Alex Walter  
Alfonso Architects  
Batson-Cook  
EWI Construction





*2008 North 19th Street*

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Movie theater closing in Ybor City. Coworking space might replace part of it.

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- Third Lake Capital
- Centro Ybor = 210,000 SF
- Repurposing of space could create 500+ employees

Source: *Tampa Bay Times* 06-28-19











## EAST TAMPA

- Last-mile fulfillment center
- Optimized for e-commerce users
- Close to 180,000 SF
- Completion Q1 2020



# EAST TAMPA

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Cabot at  
Aprile Farms



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# UPTOWN TAMPA

## TAMPA !p

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- !p comprises 25,000 acres, 19-square mile innovation district
- 74,000 jobs, 4,100 companies
- \$11.3 billion annual potential economic impact
- One in 6 jobs and one in 3 businesses within the area are high tech
- Bound by Busch Boulevard (south), Bearss Avenue (north), I-275 and I-75 (west and east)
- Includes parts of Tampa, Temple Terrace and unincorporated Hillsborough County





# UNIVERSITY MALL (UPTOWN)

- RD Management
- Approximately 100 acres
- Being converted into a multi-story, urban neighborhood
- Life sciences and technology research institutes and complexes; retail, place-making, and recreational opportunities and entertainment; hospitality; education; medical specialties, clinics, and pavilions; corporate offices and co-working spaces; and residential and other related uses
- Demolition began in February 2019
- HQ for USF's planned Institute of Applied Engineering announced March 2019





# YUENGLING BREWERY

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- 43 acres
- Filed rezoning plans in May 2019 for mixed-use development
- Brewery would remain; new proposed development includes
  - ✓ 200-room, 140,000 SF hotel
  - ✓ 12,700 SF restaurant
  - ✓ 7,000 SF museum gift shop
  - ✓ 5,500 SF microbrewery and/or tasting room
  - ✓ 5,300 SF indoor/outdoor beer garden
  - ✓ 5,900 SF conference/meeting space



# TEMPLE TERRACE





Amazing City. Since 1925.



# TEMPLE TERRACE TOWN CENTER

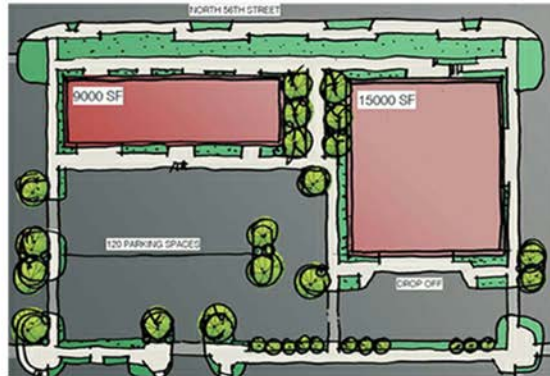




## Paragon Property Group

- Banking, retail, hospitality & office
- 
- 5 buildings
  - 22,000 SF





# The Matera Group

- 
- 2 buildings
  - 24,000 SF





## Enigma Realtors

- Complete remodel
- 
- 34,000 SF





## Available Riverside Parcels

- 4.17 acres
  - Zoned for 145 multi-family residential units
- 
- 202 South Riverhills Drive



# PLANT CITY







# PLANT CITY MIDTOWN REDEVELOPMENT

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- Plant City's invested \$4.5M in infrastructure improvements to prepare for immediate development
- 15+ acres
- February 2019: Renewal project bid awarded to 2XS Development in partnership with Lillian Venture Group
- Four phases; mixed uses include office, residential, retail, restaurant, possibly a grocery store
- Project status: under review



# SOUTHSHORE





# SOUTHSHORE BAY - WIMAUMA

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- Joint venture: Crystal Lagoons & Metro Development Group
- 5-acre lagoon with sandy beaches, swim-up bars, water slides and obstacles, kayak and paddleboard rentals, and entertainment pavilions
- 2,800 homes at build-out
- Expected to open summer 2020
- Pictures are of Epperson in Wesley Chapel (Pasco County)



# PORT TAMPA BAY







- Florida's largest port
- Most diversified in Florida; one of most diversified in nation
- Liquid bulk, dry bulk, break-bulk, containers, automobiles, cruise (nearly 1M passengers), shipbuilding & repair
- 85,000 direct & indirect jobs affected
- \$17.2 billion economic impact
- Serves Tampa Bay/Orlando I-4 Corridor
  - ✓ 9+ million people
  - ✓ 219+ distribution centers (87M SF)





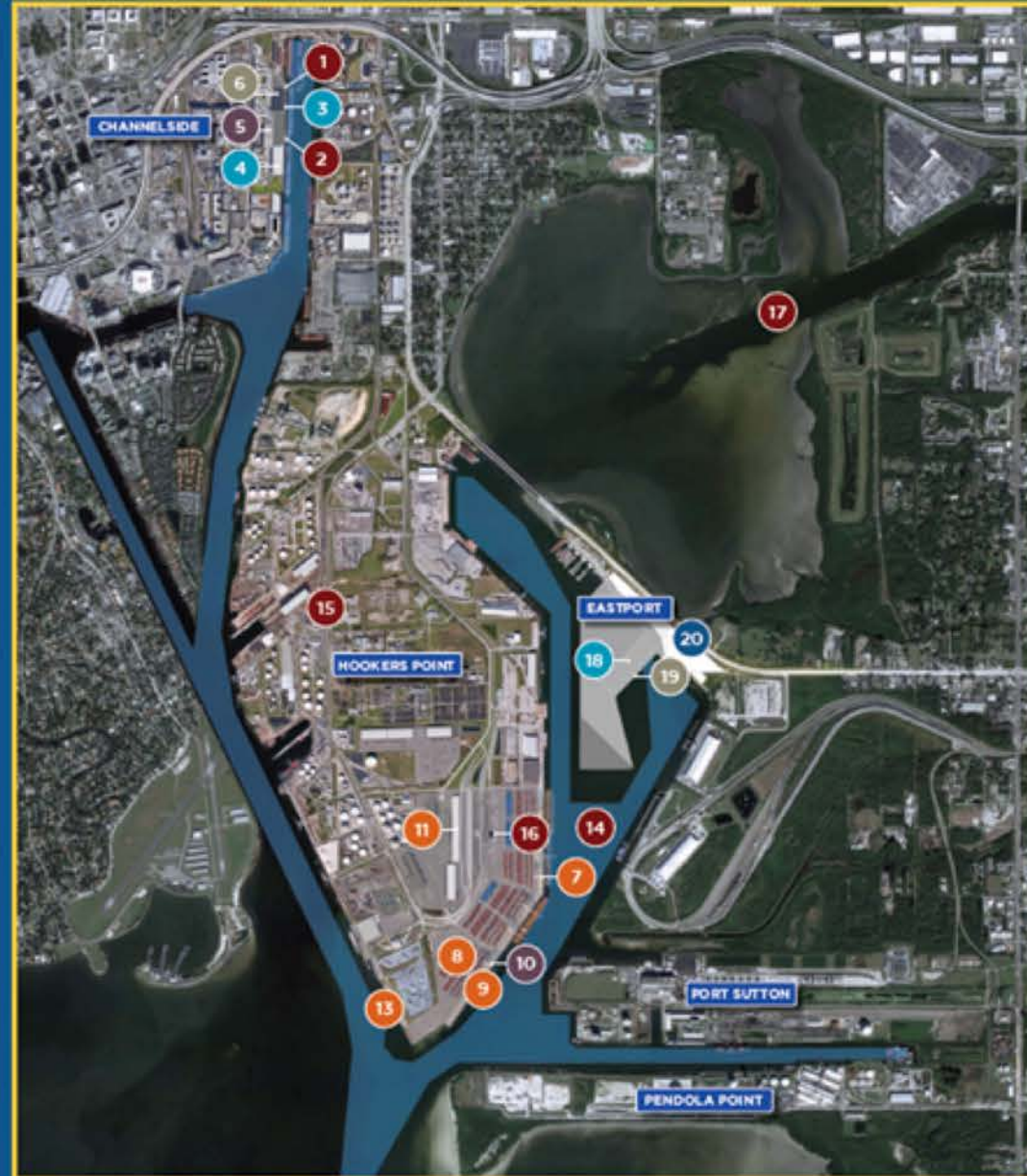


- 5-year capital improvement plan (2019-24)
- 20+ projects
- \$581+ M





**PORT TAMPA BAY**  
PLANNED PROJECTS





# DOWNTOWN TAMPA







**TAMPA**  
DOWNTOWN PARTNERSHIP



- 13,900+ residents, 7,500+ residential units
- 90% residential occupancy; 50% in condos or lofts (2018)
  - ✓ 26% Channel District
  - ✓ 20% Harbour Island
  - ✓ 19% Downtown Core
  - ✓ 10% The Heights
  - ✓ 25% outer edges of downtown
- 80% are college graduates
- 34% own dogs
- 26% are 34 and younger
- 39% make \$150,000+ annually
- 53% make \$50,000 - \$150,000 annually
- 400 bike share bikes; 2,400 scooters



# THE HEIGHTS

- SoHo Capital
  - Palm Avenue and Tampa Street (north of downtown Tampa)
- 
- 50-acre riverfront property
  - 3.2M SF urban mixed-use development
  - Entertainment, workspace, shops, residential, hospitality
  - 1,500-space parking garage; two 6-story Class AA office buildings
  - The Pearl (residential), Heights Union Creative Office Center
  - Armature Works (dates back to 1910 – was TECO's streetcar maintenance facility)













PREV

Discover Life At The Pearl!





THE PEARL

APPLY TODAY

Discover Life At The Pearl!











ARMATURE WORKS

# BAY 3

AN UNCOMMON WORKSPACE







# STRAZ CENTER & AER TOWER

6<sup>th</sup> largest performing arts  
center in the U. S.

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- 240,000 SF
- 600,000+ patrons
- 9,600 annual events
- \$100M: reimagining its campus and develop a world-class waterfront site that is welcoming and accessible to everyone
- 33-story Arts & Entertainment Residences (AER) apartment tower moving forward





# Dual-branded Hyatt

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- Across from Tampa City Hall
- HRI Properties
- 17 stories
- 230 Hyatt Place Hotel rooms
- 115-room extended stay Hyatt House Hotel
- Open Fall 2020







# WATER STREET TAMPA

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*Developer:* Strategic Property Partners (SPP)  
(controlled by Jeff Vinik and Cascade Investments, Bill Gates' investment fund)

First WELL Certified district in the world

\$3+ billion investment, 50+ acres

- **Residential:** 39% (27% apartments; 12% condos, 3,500 total residential units)
- **Office:** 29% (2.2 million square feet)
- **Hotels:** 15% (519-key, four-star hotel with 105,000 SF of meeting space and a 157-key, five-star lifestyle hotel with 35 condos on the upper floors)
- **Retail:** 10% (1M total SF retail, arts and culture uses, including potential new museum)
- **Other:** 7%





MORSANI COLLEGE OF MEDICINE  
AND  
HEART INSTITUTE

USF HEALTH TANEJA COLLEGE OF  
PHARMACY





# Sparkman Wharf

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- Waterfront views
- Park-like atmosphere
- Craft beer
- Live music
- Diverse dining
- ...and more to come!





# JW Marriott Tampa

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- 519 guest rooms
- 26 stories
- \$200+M investment
- Open Fall 2020
- Host hotel 2021 Super Bowl LV  
NFL executives



# Tampa Marriott Edition Hotel & Residences

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- 27-story tower
- 172 guest rooms
- 37 hotel-branded condos
- Open early 2021

5-star hotel





# 815 Water Street

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- 420 rental residences
- Under construction
- Dual-tower building (26 and 21 stories)
- Landscaped green roof





# 1010 Water Street

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- 27-story tower
- 481 residences
- Studio to 2-BR apartments
- 24-hour concierge service
- Rooftop terrace







# 1001 Water Street

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- 380,000 SF, 20-story office tower
- Sharing green plaza with USF Morsani College of Medicine
- 2021 completion date
- First office building under construction in downtown Tampa in 25+ years





# 400 Channelside

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- 19-story mixed-use
- 500,000 SF Class A office
- Varying floorplate sizes
- 27,000 SF landscaped rooftop on 4<sup>th</sup> floor





- Partnership of Feldman Equities, Tower Realty, Two Roads Development
- \$350+ M project
- 50+ stories
- Nearly \$70 M in reservations (\$25,000 deposit)
- Temporary halt to taking reservations
- Updating floorplans since converting tower to all residential
- \$500s to \$639 price per SF (estimated)









*Thank you!*

Bea Bare

Sr. Business Development Executive

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