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ampa Bay is a vibrant international region – rich in Florida history, cultural diversity, and flourishing industry, not to mention miles and miles of white sandy beaches.

It all begins in the distinct downtowns of Tampa Bay communities. You'll discover the urban cores of Tampa, St. Petersburg and Clearwater, thriving epicenters where commerce meets entertainment for a big city experience. Combined with smaller communities which epitomize main street, redevelopment and revitalization, preserving heritage with a modern flare, Tampa Bay's downtowns have something for everyone.

Tampa Bay-area downtowns vary in mass and manner, but one thing is certain: the region offers businesses a world of opportunity in one of the South's fastest-growing international gateways. Tampa Bay communities ranked among Inc. magazine's "Top 25 Cities for Doing Business in America," and came in second behind Atlanta in a KPMG LLP survey of the least-costly American cities in which to do business. In addition, Tampa Bay was named Southern Business & Development magazine's "Mega Market of the Year" for 2002 and 2003 for the large number of companies that have chosen to locate or expand in this exceptional region.

With redevelopment, revitalization, and new construction underway in area downtowns, it's no mystery why Tampa Bay is attracting big business.

[www.tampabay.us](http://www.tampabay.us)

# TAMPA BAY'S DOWNTOWNS



Brooksville



Bradenton/Palmetto



Clearwater



Dunedin



Lakeland



St. Petersburg



Sarasota

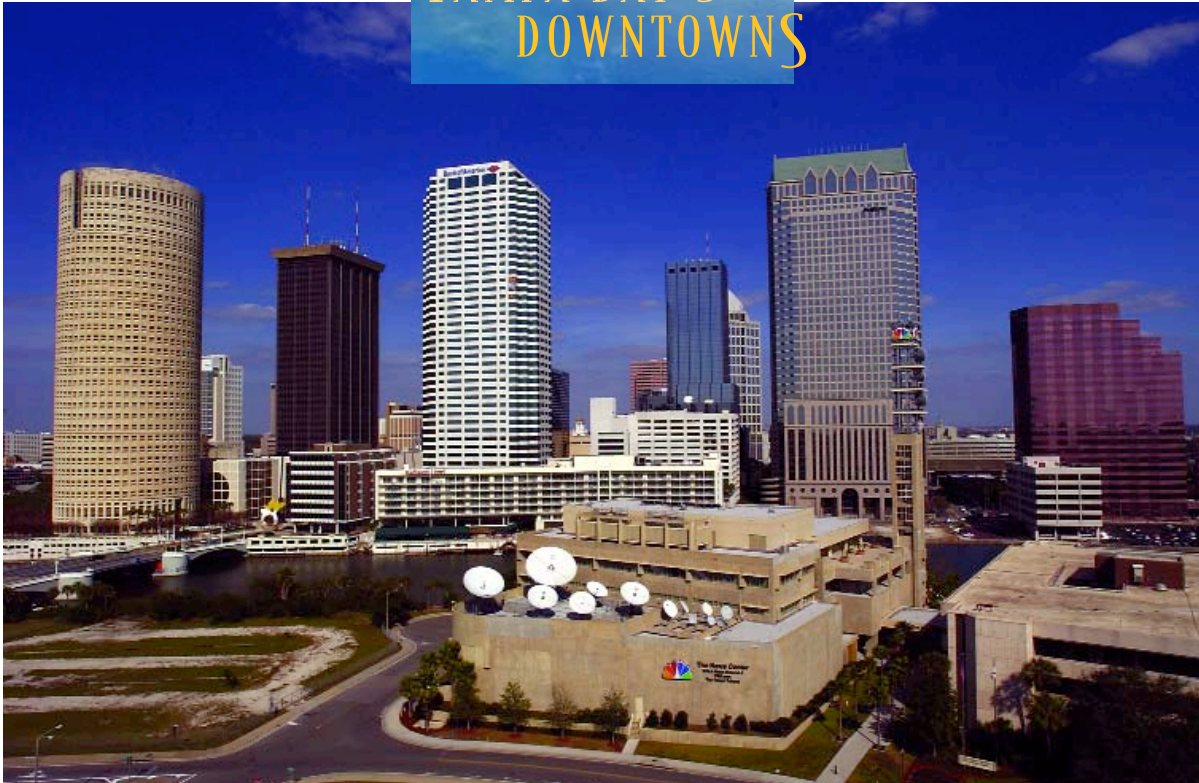


Tampa



Zephyrhills/Dade City/  
New Port Richey

## TAMPA BAY'S DOWNTOWNS



# Touting Downtown Tampa

**D**owntown Tampa is drawing multi-million dollar investments from residential developers, cultural organizations, and educational institutions.

New residential projects are announced almost every day in the downtown area. The Tampa Downtown Partnership lists 16 current projects either under development, under construction, or recently completed, totaling more than \$400 million in investment by developers with nearly 3,000 new units coming online in the next 36 months. Downtown residential developments include trendy lofts, luxurious high-rise condominiums and quaint townhomes.

Downtown Tampa is also a cultural hub. The Tampa Bay Performing Arts Center is the second largest in the southeastern United States (just behind the Kennedy Center in Washington D.C.) with four theatres that produce more than 750 shows a year for more than 600,000 patrons. The Tampa Museum of Art is preparing to construct a new \$50 million facility designed by world-renowned architect Rafael Vinoly. Also, the Tampa Bay History Center recently announced plans to construct a new museum in downtown's southern tip near the St. Pete Times Forum. And the Florida Aquarium, which brings the uniqueness of

Florida's ecosystems to the urban core, is attracting 600,000 visitors a year.

Downtown Tampa has witnessed more than \$150 million of new educational institution construction in the past decade. The University of Tampa, a private institution with 4,500 students, has contributed \$120 million in new construction and renovations to the downtown area. Sam Rampello Downtown Partnership School will open its doors in August to 1,200 students. In addition, Stetson University College of Law recently opened the Tampa Law Center in the downtown area, and the University of South Florida's downtown center offers graduate-level classes to hundreds of students each semester.

Blend it all together with professional office buildings, shopping, restaurants and nightlife, and Downtown Tampa dares to rival mega-markets across the country. From education to employment to livability, Downtown Tampa has it all.

## TAMPA BAY'S DOWNTOWNS

# St. Petersburg Keeps Shining



**T**he secret is getting out about Downtown St. Petersburg. St. Petersburg was recently named one of the decade's "Most Livable Communities" by the Partners for Livable Communities, a national nonprofit organization that recognizes cities that are innovative in bringing vitality, growth and an improved quality of life to their communities. This waterfront business center offers just the right mix of housing, educational facilities, office buildings, sporting complexes, hotels, hospitals, museums, arts, dining and shops. Downtown residents can walk anywhere they need to go easily and safely in what has become a true 24/7 environment. Boaters

can even dock at the Southeast's largest public marina.

Downtown St. Petersburg is a leading business center with significant industries in financial services, medical technologies and marine sciences. More than 11,000 employees downtown work in the medical field alone and new projects totaling more than \$350 million will continue to grow this industry. With the University of South Florida's (USF) downtown campus growing to 10,000 students and a new St. Petersburg College campus, the financial services industry will also continue its growth downtown by utilizing this high quality, yet low cost workforce. USF is also home to a

nationally recognized marine science program that has helped attract more than two dozen public and private organizations, making the downtown's marine science community the Southeast's largest.

With more than \$1 billion in investment and over 60 current projects, St. Petersburg continues to be a leader in redevelopment. New residents have flocked to downtown's ever-growing array of urban-living opportunities. More than 700 new residential units have recently been built and over 1,000 more are under or nearing construction. Downtown residential growth has proven so successful that national developer Opus Corporation has announced two new residential towers totaling 285 units. Housing options range from high-rise luxury condominiums to infill townhomes to modern apartments and artsy lofts. And retail amenities continue to grow in response to new residents and the success of BayWalk, the area's leading downtown retail destination with three million visitors annually. A new 60,000 square foot University Village has provided downtown with its second brand grocery store and national restaurants such as Carrabba's Italian Grill are so anxious for a St. Petersburg location they are leaving behind their typical model to renovate historic buildings.

By preserving its waterfront in a park setting, St. Petersburg has an asset few downtown communities can offer its residents – more than seven miles of public access to open water. The City uses the waterfront to host more than 1,000 events a year. Along with its cultural and entertainment facilities and Major League Baseball, the downtown attracts 10 million visitors annually. Downtown also boasts dozens of art galleries and the Mahaffey Theater, along with six museums including the world famous Salvador Dali. In fact, an Americans for the Arts 2002 Study revealed that the arts industry had a \$92 million impact in St. Petersburg – the highest per-capita impact of any city surveyed in Florida and the arts in St. Petersburg create more full-time jobs than any other city in the U.S. in its category.

As Downtown St. Petersburg continues its evolution, the city promises to add modern character to its historic appeal, and practical livability that will rival any downtown in the South and beyond.

## TAMPA BAY'S DOWNTOWNS



### Clearwater Adds Touches of Class

**W**ith one of the most pristine beaches in the world, and acknowledged as one of the nation's premiere sailing and powerboat environments, Downtown Clearwater enjoys a vibrant economy and livability that draws businesses, residents, and tourists to the area.

Major redevelopment efforts through public-private partnerships are making Downtown Clearwater even more attractive. The City saw more than \$105 million in new capital infrastructure improvements downtown and on the beach in 2002, beginning with the \$64.2 million Memorial Causeway Bridge that links Downtown Clearwater and its commercial corridor to the beaches. Major streetscape improvements costing \$2.5 million have revitalized

the primary North Beach arterial and a major streetscape design for the primary downtown is also in motion.

On the waterfront now sits a new 900,000 square-foot, \$20.2 million Main Public Library. Construction of the four-acre Downtown Town Lake, a \$7.3 million urban park and lake in the downtown area, is also complete. And Clearwater has committed to the future development of a broad pedestrian beach promenade with adjacent sidewalk cafes and boutiques. Meanwhile, residential properties are also springing up downtown. The 14-story Station Square Condominium Project will soon introduce 146 units and 15,000 square feet of restaurant and retail space.

Clearwater owns an additional 18 acres of property along the downtown waterfront and is planning a Waterfront Park and public entertainment venue, including a multiplex movie theater complex. As part of its waterfront revitalization effort, Clearwater is developing a \$5 million, 138-slip public Bayfront Marina. The 16-acre Jack Russell Memorial Stadium site will soon undergo major redevelopment and several "bluff" parcels are also potential redevelopment sites that would continue to transform the downtown area.

In Clearwater, developers don't have to fight City Hall. In fact, City Hall is willing to relocate if the right project comes along to further revitalize downtown.



Clearwater Main Public Library

# TAMPA BAY'S DOWNTOWNS

Lakeland is a centennial city that offers a sense of place and heritage to counterbalance pressures from growth and sprawl. Located between two major urban areas – Tampa Bay and Orlando – Downtown Lakeland balances the quality of life characteristic of smaller cities with the easy access and the amenities of larger metropolitan areas.

City-funded public improvements in the downtown core have triggered more than \$255 million in private investment in the last decade. Lakeland's restored downtown area is alive with a quaint Antiques District and Munn Park, cornerstones of the historic district.

A host of vibrant businesses, shops, galleries, restaurants and cafes, and professional centers surround the Town Square, and a rich religious heritage represented by churches of varying faiths and denominations add architectural appeal to the downtown community.

Efforts are now underway in the heart

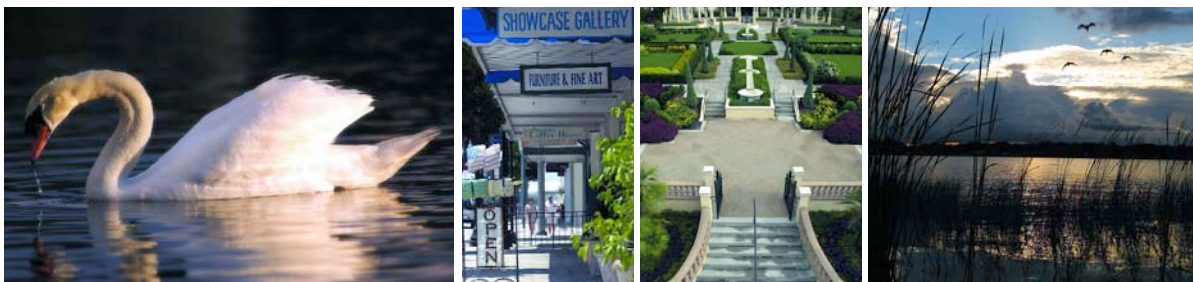
of downtown to revitalize Lake Mirror Community Park with an \$18.1 million renovation project. It will include the \$2 million Barnett Family Park, Peggy Brown Center, Overlook Park, a fountain in the middle of the lake, realignment of Main Street, widening of the north promenade, storm water and lake quality management, streetscape (pavers, historic street lighting and trees) and Albert Paley's Tribute to the Spirit of Volunteerism sculpture. The 1928 aesthetic promenade was fashioned after classical Roman style architecture. It was restored in 1987 and is named on the National Register of Historical Places. An additional public-private partnership has already created the \$1.5 million Hollis Garden, celebrated as the crown jewel of the Lakeland's park system.

Downtown Lakeland's redevelopment efforts have brought a resurgence of neigh-

borhoods and the unemployment rate has decreased to an all time low of 4.7 percent. Downtown is getting another economic boost as Verizon Communications plans to open a call center at its downtown offices that will create 200 new jobs. And, Lakeland is becoming more attractive to high-skill workers and high-tech businesses. The city recently installed a wireless Internet service system amidst its downtown cafes and shops, which allows diners, shoppers, and "techie" the ability to remain connected to their e-mail and business interests by means of a free internet connection.

Downtown Lakeland's rebirth continues with the 1920s-style Regency Hotel overlooking Lake Mirror.

A yearlong remodeling job will turn the Regency into Lake Mirror Tower with 77 upscale apartments. While newer Florida communities are springing up overnight as a result of fast-paced growth, Downtown Lakeland is drawing on its past to take it into the future.



## Livable Lakeland Comes Alive

## TAMPA BAY'S DOWNTOWNS



# Sarasota's Downtown Sizzles

**S**arasota County is rich in diversity, with rustic ranch lands and sandy shores of the Gulf of Mexico and Sarasota Bay. Yet Downtown Sarasota is positioned just 60 miles south of Tampa and this artistic coastal city is garnering national attention. Forbes magazine named Sarasota the 44th “Best Place to Live and Do Business” out of the largest 150 U.S. metro areas.

Sarasota is well established in the arts scene. The Ringling School of Art and Design makes its home there and the landmark Van Wezel Performing Arts Hall entertains audiences on the bayfront. With its recent renovation, the Hall has an additional 25,000 square feet of space, making possible larger lobbies, a new stagehouse, the latest in sound and lighting systems, and an Education Center.

Residential and retail projects are also making a mark on Downtown Sarasota. The Savoy on Palm, a high-rise New York boutique-style hotel, sits in the heart of downtown, adding contemporary architecture with hints of Art Deco that artfully blend into the skyline. The Plaza at Five Points, a mixed-use office/condo/retail complex is now under construction. Both condos are near downtown's Palm Avenue and Burns Court, which offer a fine collection of shops and galleries, restaurants, and cinema. Designed to make Sarasota more pedestrian-friendly, a \$55 million project that includes a 36,000 square-foot Whole Foods grocery store and condominium tower is being developed on 3.2 acres.

In its efforts to celebrate diversity, Sarasota has adopted a Comprehensive Redevelopment Plan for the Newtown Community. A public-private partnership has formed to revitalize the historic African American commercial district located adjacent to the downtown center. Additional projects include construction of a new bus transfer station on Lemon Avenue, along with parking studies and roadway improvements.

From beaches and bays to business and art, Sarasota's downtown region is sizzling with big-city life and small-town charm.

## TAMPA BAY'S DOWNTOWNS

# Bradenton/ Palmetto

## A River Renaissance



The Manatee River walk is bringing a countywide renaissance, and businesses along its banks are capitalizing on the marketing effort. The river runs smack dab through the middle of Downtown Bradenton and Palmetto and unifies the areas as a venue to promote commerce by highlighting historical and cultural assets.

The River walk offers residents and tourists safe, scenic and clearly marked pathways that showcase recreational, cultural, and community events and services. Waterfront festivals, cultural events, and farmers' markets also help bring Manatee's diverse communities together. Without losing the small-town charm, business services, restaurants, healthcare and cultural organizations are all showing strong signs of growth.

More than \$350 million of capital investment has recently been completed or is in process for projects located in the Manatee Riverwalk district. Million-dollar improvements to Rossi Park along the Manatee River include a clock tower, fountain, amphitheater and memorial park. The County is also exploring the possibility of water taxis to carry shoppers from one downtown area to the next as Bradenton-Palmetto ushers in a new era of downtown growth.

Meanwhile, Palmetto and Bradenton both have large residential projects underway. The Riviera Dunes Development is a \$16 million upscale neighborhood with 220 homes, 250 condos, a marina, clubhouse, golf driving range, and a village shopping center. And the \$8 million Palmetto Riverside Plaza is an upscale retail and commercial development that includes a wellness center, day spa, and martini/cigar bar. Then there's the \$43 million mixed-use retail/office/condo center on the former Bradenton City Hall site.

Efforts to revitalize historic areas of downtown are also blowing a fresh wind over Manatee County. The Village of the Arts has been revived with period street lighting and brick paving, and a redeveloped Manatee Historical District is emerging as a bustling antique district with new restaurants.

Leve raging Florida's natural assets, Downtown Bradenton and Palmetto capture the excitement of the Tampa Bay region.

## TAMPA BAY'S DOWNTOWNS



## Main Streets of Dade City, New Port Richey, and Zephyrhills

If location is everything, then Pasco County is as strategically positioned as it gets. Downtowns along Florida's Gulf Coast are just miles from Tampa to the south and Orlando to the east.

You'll enjoy the unique flavor of Dade City as you experience the pleasant, friendly atmosphere of small town America. You'll find an abundance of fine dining, exquisite gift shops and an opportunity for extensive antiquing. Step back in time as you tour the renovated 1909 Historic Court House or the century homes of the Church Street District.

Community activity abounds in the commercial downtown area with a variety of street festivals, antique car shows and farmers markets throughout the year. Dade City is a unique blend of the past and the present with a strategic finger on the pulse of the future. While business is just finding this "diamond in the rough," it has been a tourist destination for many years.

Downtown is a focal point of Dade City's redevelopment efforts. With distinct landmarks like the 1909 Pasco County Courthouse and Edwinola, a renovated, modern private residence/public resort built on the site of the Old Dade City Hotel, Downtown Dade City is well on its way to revival.

In the southeast corner of Pasco County, semi-rural Zephyrhills offers the vistas of hills and gentle breezes off the Gulf of Mexico from its vantage point northeast of Tampa. Close to major cities yet distant from the hustle and bustle, the city is known for its pastoral cattle ranches, colorful citrus groves, and productive poultry farms, as well as its community events, shopping opportunities and recreational activities. Zephyrhills Mainstreet, its revitalized downtown, offers a local flavor of crafts, specialty antiques, restaurants and boutiques, and financial services.

New Port Richey has also joined The Florida Main Street Program to preserve its historic downtown. The efforts have breathed new life into downtown with events like Super Saturday Classic Car Cruise-Ins that draw hundreds to enjoy music, food from various street vendors and restaurants, and shopping. For the art lover, the Progress Energy Art Gallery is enhancing the economic and cultural vitality of downtown New Port Richey by providing funding for an art gallery to showcase local and regional artists.

## TAMPA BAY'S DOWNTOWNS

Scenic riverbanks, brackish creeks, shallow bays, cypress ponds, hardwood hammocks, rolling hills, pastures, and pine forests characterize Hernando County. This area is located about 45 miles north of Downtown Tampa and 50 miles west of Orlando. It is the designated geographic center of Florida and considered the northern gateway to Tampa Bay.

The City of Brooksville is the southern belle of Hernando County and with the completion of the Suncoast Parkway it has never been closer to Tampa Bay. Long known as a distant Tampa suburb, downtown revitalization efforts are bringing new awareness to the City's history and charm. Victorian homes, old cobblestone and brick streets, antique shops, and the melange of distinctive restaurants and eateries attract visitors and residents alike. The architecturally magnificent columnar courthouse is an impressive and functional landmark.

Downtown Brooksville is an up-and-coming scene in light of recent redevelopment efforts and new revitalization projects currently underway. Brooksville just completed a redevelopment project that yielded pedestrian-friendly amenities, such as historic style lighting, benches, and fresh landscaping. Unsightly utility lines are now buried underground and roadways are being improved and widened to accommodate for the increasing traffic coming in and out of downtown.

The Brooksville Mural Society is adding to the ambiance with several murals that depict historic downtown views. The City is also leveraging its natural scenic beauty with plans to construct a Good Neighbor Trail along the abandoned rail line that runs from downtown Brooksville to the Withlacoochee State Trail. Eventually, the Good Neighbor Trail will link with the Suncoast Trail, making it a major east-west connector of the two longest trails in the Florida.

As aesthetic improvements continue, the future looks bright for Downtown Brooksville, and with historic homes peppered around the urban core and modern conveniences less than a mile away, this emerging metro offers the best of rural and city life.



## Brooksville Downtown Booms

## TAMPA BAY'S DOWNTOWNS



# Dunedin Does Downtown

One of the oldest towns on the West Coast of Florida, Dunedin has a wooded and subtropical setting with almost four miles of picturesque waterfront. Located on the Gulf of Mexico just miles away from Tampa, Dunedin's quaint and active downtown is the centerpiece of the city.

The City started its redevelopment efforts back in 1989. Dunedin's Community Redevelopment Agency has invested about \$1.2 million to improve Main Street's streetscape, which includes new sidewalks, numerous pedestrian crosswalks, stop signs

that ease travel on foot and bike, and a posted speed limit of 15 miles an hour.

The investments are paying dividends today. The mini-metro is nationally recognized as a walkable downtown, drawing accolades from Southern Living magazine, Walking magazine, and the television program Turner South. What's all the hoopla about? Delightful Downtown Dunedin is complete with brick walkways, decorative streetlights and beautiful landscaping. There are more than 100 privately owned shops, restaurants, boutiques, art, antique shops, a marina, hotels and bed and breakfasts – all within a few blocks of easy walking. More than 25 annual festivals also bring cheer downtown.

Then there's the Douglas Village, a string of eight establishments along

Broadway that hosts art galleries and gift shops. The Pinellas Trail, the third most heavily used in America, brings hundreds of walkers and bicyclists right through the heart of downtown every day. The City is also making improvements to downtown's Pioneer Park and building an urban plaza and architectural bandstage to attract actors and musicians to its thriving community of artists.

Now Downtown Dunedin is looking to bring new residential projects online as infrastructure improvements continue. In-fill housing is under construction in the downtown area, additional parking is planned, and utilities are being buried underground. Could Downtown Dunedin get anymore delightful? City planners have pledged to continue revitalizing this winning walkable downtown community.

# The Tampa Bay Partnership

## TAMPA BAY'S DOWNTOWNS

It is sunny clear that the Tampa Bay area has an enjoyable climate in many ways. The diverse mix of industry in the seven-county region on the Gulf Coast of Florida provides a quality climate for business. Any possible doubts are quickly dispelled by the performance of the local economy, which has weathered well the economic woes that have recently troubled the nation.

Consider that the unemployment rate in the Tampa Bay area is just 3.7 percent compared to 4.4 percent in Florida and 5.4 percent in the nation. Figure that the ACCRA cost of living index for the 29 largest metropolitan areas in the country ranks the Tampa Bay area near the lowest in the nation for living expenses. Keep in mind that Tampa Bay records below-average costs for housing, grocery items and healthcare costs. Now, factor in growth. The Tampa Bay area's gross metropolitan product for 2002 is \$87.5 billion. The Tampa Bay area's economy surpasses that of Cleveland and Pittsburgh and is larger than that of Egypt, the Philippines, Singapore or Colombia.

Rounding out the infrastructure to provide a quality business climate is the Port of Tampa, Florida's largest cargo port and the 12th-largest in the nation that boasts global access for cargo with weekly container shipping services. Also, Tampa International Airport consistently ranks among the best airports in the world. Tampa Bay is also home to MacDill Air Force Base, where the U.S. Central Command is heading military operations for the war in Iraq and top-secret U.S. Special Operations. Its annual economic impact is estimated at between \$3.5 billion and \$5.9 billion. On the lighter side, the region is home to the NFL Tampa Bay Buccaneers, NHL Tampa Bay Lightning and MLB Tampa Bay Devil Rays.

Educational growth is on the rise as well. The University of South Florida recently broke ground on two buildings in the Research Park that will add more than 200,000 square feet for laboratories and offices for corporate partners and house the Center for Biological Defense and an expanded 30,000 square-foot business incubator. H. Lee Moffitt Cancer Center & Research Institute recently opened a new, \$182 million tower that doubles the size of its research institute and outpatient clinic. Its futuristic design certainly speaks to the activities of the nearly 400 scientists and technicians who will ultimately occupy the state-of-the-art laboratories. The building will house research in the areas of molecular oncology, immunology and drug discovery, as well as office space to support a growing faculty of internationally renowned scientists.

Growth-minded businesses are expanding in the area in droves:

- Nielsen Media Research recently opened an \$80.2 million Global Technology and Information Center in Pinellas County, which will employ 1,600.

- Coca-Cola Company opened its Main Street Minute Maid Juice Plant in Auburndale, which will employ 400. The Simply Orange juice manufacturing facility is Coke's largest juice plant in the world.

- In St. Petersburg, American Collegiate Financial Services is adding 300 new positions.

- Topline Hylift Incorporated recently announced plans to construct a new manufacturing facility at the Hernando County Airport RailPark where it will manufacture gasoline and diesel engine lifters used in automobiles and trucks.
- Pepperidge Farm will invest \$16 million by adding a new cracker line at its \$100 million bakery facility in Lakeland.
- The Tampa Bay area is becoming an increasingly popular home to businesses in the medical and pharmaceutical fields. Medical technology firms, such as Bausch &

Lomb Pharmaceuticals, Baxter Healthcare Corp. and RP Scherer of North America, employ more than 11,000 in the Tampa Bay area.

■ Tampa Bay also has a hefty amount of medical product manufacturers. According to a study by the University of South Florida's Center for Economic Development Research, this industry in the region includes more than 50,000 jobs for workers earning more than \$1.79 billion in wages, producing \$5.7 billion in revenue.

- Tampa Bay's financial services cluster represents a significant segment of the region's economy with finance, insurance and real estate producing 17 percent of total output in Tampa Bay. The size and scope of financial services already here have earned Tampa Bay the nickname "Wall Street South." JPMorgan Chase, Raymond James and Franklin Templeton employ over 10,000 people in the region. Employment in this sector has swelled by 40 percent in five years.

- Nearly one in four of the state's business and information services firms resides in Tampa Bay.

The Tampa Bay Partnership, a CEO-led regional economic development organization, works with its partners to market the region nationally and internationally, to conduct regional research, and to coordinate efforts to influence business and government issues that impact economic growth and development. The Tampa Bay Partnership markets the entire seven-county, 4,200-square-mile area of west central Florida that includes Hernando, Hillsborough, Manatee, Pasco, Pinellas, Polk, and Sarasota counties. With strong cooperation amid Tampa Bay communities, businesses locating there cut through the red tape and enter into profitability for short-term success and long-term growth that is difficult to beat.

For more information on Tampa Bay contact the Tampa Bay Partnership at 813-878-2208 or email at [info@TampaBay.org](mailto:info@TampaBay.org). On the web at [www.TampaBay.us](http://www.TampaBay.us)

