



Spring 2021



LEGEND

YBOR CITY'S ROOTS REVIVED

J.C. Newman Cigar Factory Creates Living History



In 1885, the city of Ybor was brought to life through the cigar industry. Founded by cigar manufacturers, supported by cigar factories, and built to foster a thriving business community, Ybor was the cigar capital of the United States. While today you may not see the booming cigar factories of our founding, the unique culture and history are built

into every brick and stone. Yet, one family is ready to bring Ybor's history to life through the restoration of the J.C. Newman Cigar Company's El Rejol factory. Located on North 16th, the newly renovated factory and museum celebrates 125 years of producing high-quality cigars and the story of Ybor City.

Visitors to the factory can enjoy the three-floor museum, which tells the story of Julius Caesar Newman (J.C.) who learned to roll cigars at just 14 years old. After moving from J.C.'s life



in Ohio, visitors experience the rise of the Cigar City here in Ybor including the districts founding by Vincent Ybor. After experiencing the museum, visitors are given a VIP peek at the cigar-making process including antique machines that have made cigars for more than 100 years. This is a window into Ybor history that should not be missed!

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YBOR ON TODAY

Did you see a familiar face on the TODAY Show? That's right! Our friends at BarrieHaus Beer Company were interviewed by Kerry Sanders with NBC's TODAY Show. Co-owner and Ybor City lover, Junbae Lee, had the opportunity to talk about Super Bowl weekend and what it meant to the Tampa Bay area.

It was a great month for the BarrieHaus team! Just days after their TODAY Show spot aired, they were joined by Mayor Jane Castor for their one-year anniversary ribbon-cutting celebration,



hosted by the Ybor Chamber of Commerce.

Congratulations to the BarrieHaus team and thanks for giving our Heart of Tampa facemasks time in the spotlight. Enjoy BarrieHause soon, located at 1403 E. 5th Ave.



TAMPA BASEBALL MUSEUM CELEBRATES YBOR'S DIVERSE HISTORY



In 1920, during the height of 'Jim Crow' and racial segregation, a group of talented young athletes walked out onto Plan Field near the University of Tampa. Known as the Tampa Giants, these athletes became the pride of the black and multi-ethnic community in Tampa Bay. This year for Black History Month, the Tampa Baseball Museum at the Al Lopez House shined a spotlight on the exciting history of the Tampa Giants and the Negro National Leagues.

Black baseball players played on major league teams for much of the late 1800s. At the turn of the century, as racial tensions began to heighten and southern states began to implement segregation laws, black players were pushed off of their teams. Passionate about baseball, these players formed their own teams, 'barnstorming' around the country to play anyone who would challenge. Seeing a rise in the demand for more official games, the Negro National League was founded in the Midwest. Not to be outdone, rival leagues in the South and Northeast were formed. Together, these leagues brought the thrill of baseball to minority communities in the U.S., Canada and



Latin America.

The Tampa Giants commonly faced off against their Florida rival the Plant City Favorites and All-Colored Cubans that formed the three dominant teams in the Florida Negro League. Not only did these teams become major cultural

...aided as to where he will be able to buy a bale, there being none, of course, in the local market.

NEGRO LEAGUERS TO PLAY BALL AT PLANT FIELD NEXT MONDAY

The Plant City Favorites and the Tampa Giants of the Florida Negro League will meet Monday at 3:30 at Plant Field. The Plant City Favorites are now playing winning ball and seem to have a shade the better of the other teams. The only weak spot on the team is shortstop, and they have sent for a new man and they say he will make the team much

...shortstop. Among them who will come to reinforce the Giants they will be a pitcher from Jacksonville and a first baseman and center field from Greenville, S. C. With these additions the Florida Negro League should give some good exhibitions to the baseball fans of Tampa.

The standing of the teams is as follows:

Club	W.	L.	Pc
Plant City Favorites	2	1	.66
Tampa Giants	1	1	.50
All-Colored Cubans	1	2	.33

CHICHESTER'S PILLS

THE DIAMOND BRAND
 "Just Ask Your Druggist for Chichester's Diamond Brand Pills. They are sold in all drug stores, and with 'The Pillbox'."

symbols, their local activities also created huge economic opportunities for multi-ethnic communities including Ybor City. Our Tampa Giants were not just extraordinary because they were from Tampa, they were also incredibly talented. In 1947 the Giants brought home the Florida State Negro League Championship, adding to the long history of #ChampaBay.

Throughout February, the Tampa Baseball Museum told the story of the Negro Baseball League and its long heritage in Tampa Bay. Spotighting famous players like Bernardo Fernandez, the museum shared how these players became local celebrities and fostered deep senses of pride within the community. Players like Fernandez, the son of a Cuban cigar maker in Ybor City, would later join semi-pro and pro teams after the end of the Jim Crow era. Fernandez played for teams across the country including the Pepsi-Cola Giants, the Jacksonville Red Caps, the Atlanta Black Crackers and the Cleveland Bears. In 1940, he was recruited to join the Philadelphia Stars.



The Negro National League was a major source of black pride in the heart of the Jim Crow era, maintained a high level of professional skill, and became centerpieces for economic development in many black communities. Three local teams

dominated the Florida Negro League, the Tampa Giants, Plant City Favorites, and the All-Colored Cubans. The Tampa Giants became a focal point for the multi-racial Tampa Community, with the home games being played at Plant Field near the University of Tampa. In 1947, the Tampa Giants won the Florida State Negro League Championship season.

The Tampa Baseball Museum at the Al Lopez House is located at 2003 N. 19th St. in Ybor City in the rehabilitated childhood home of Al Lopez, Tampa's first Major League player, and Hall of Fame inductee. When the Museum opens this summer, exhibits will weave a tapestry of Tampa's iconic

baseball history that spans more than 130 years. It begins with the first team in Ybor City established by the Cubans in 1887, includes an exhibit on the Florida Negro League, and continues through our most recent local history. The museum is designed to be a community destination and gathering place, and a space for education, inspiration, and the celebration of American's favorite pastime. Tampa Baseball Museum is owned by the Ybor City



Museum Society, a 501(c)(3) nonprofit organization that also supports the nearby Ybor City Museum State Park.



WELCOME TO THE NEIGHBORHOOD!

New Businesses put Down Roots in Ybor City



Cereaholic Café & Bar

Perfect for all ages the childhood favorite menu includes everything from cereal infused milk in the mornings, grownup TV dinners, and decadent over-the-top milkshakes for dessert. Check out Cereaholic at 1909 N. 15th St.

FOUNDATION

COFFEE CO.

Foundation Coffee Co.

Priding itself on high-quality ingredients and their own roasting process, a simple cup of coffee becomes an indulgent experience that will get you hooked! Experience Foundation Coffee Co. at 1907 N. 19th St.



Hot Wax Coffee Shop

Ybor meets Amsterdam at Hot Wax Coffee Shop connected to the Hot Wax Smoke Shop. Featuring coffee, kratom, kombucha, and kava, this laid-back venue has something for every palate. Enjoy a brew at 1522 E. 7th Ave.



Show Bar

Labeled the 'Happiest Place on 7th,' a night at Show Bar is one you will never forget. Plan a night at Show Bar at 1613 E. 7th Ave.



Ybor Art Factory

How would painting, photography, film, music, dance, theater, fashion, and more look when working seamlessly together? The Ybor Art Factory is scheduled periodically at the Cuban Club, 2010 Avenida República De Cuba.

WEAR YOUR HEART ON YOUR FACE



Did you snag a Heart of Tampa facemask? Through a partnership with Visit Tampa Bay, the Ybor City CRA was able to give out over 200 face-masks in just under four hours! Featuring what makes Ybor special including our cigars, lamp-posts and chickens the Heart of Tampa logo will now be seen across all of Tampa Bay while keeping people safe and healthy. Special thanks to Columbia Restaurant for hosting our mask give-

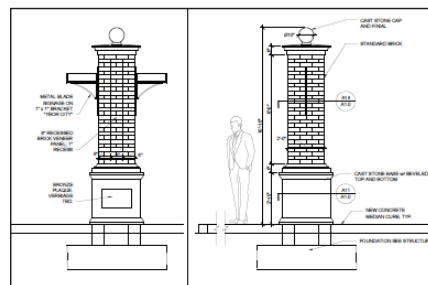
away and our friends at Visit Tampa Bay for helping us make our Heart of Tampa campaign a huge success!

Missed out on grabbing a Heart of Tampa facemask? Stop by the Ybor Chamber Visitor Information Center or keep an eye on the YCDC Facebook page for your next opportunity to pick one up!

DISTRICT IMPROVEMENT PROJECTS

East Ybor Gateway Monument Project Moves Forward

Thanks to the incredible work of the Ybor CAC's Planning, Infrastructure and Economic Development Committee, the Historic East Ybor & Gary Neighborhood Association and the Barrio Latino Commission (BLC) the East Ybor Gateway Monument with streetscape completion is moving forward. The monument will represent the entrance to the east end of the 7th Avenue corridor, which was recognized as one of the Ten Greatest Streets in America by the American Planning Association. Construction is estimated to be completed at the end of the year.



LIGHTED ARCHWAY PROJECT LOOKS TO APRIL

We are one step closer to enhancing the archway lighting along 7th Avenue! In April, the Archway Lights Rejuvenation project will head to public hearing as the district begins to prepare for an official start date. Originally designed as a temporary display, the lighted arches have become an iconic symbol of Ybor City. The goal of the project is to remove the existing arches and add permanent archway structures with lights that match the existing aesthetics of the district. This also is an opportunity to switch to more environmentally conscious LED technology.

Each of the 24 archways will consist of two black powder-coated poles (one on each side of the street) supporting a 34-foot-long aluminum arch with a decorative 'Y' medallion in the center. The LED white lights will adhere to the aluminum archway. In an additional effort to be environmentally conscious, the entire archway system will be equipped with a daylight sensor that automatically will turn on the lights at dusk and turn them off at dawn.

Once approved during the BLC public hearing in April, construction is expected to begin this summer. Regular project updates will be disseminated throughout the duration of the project.



MEETING CALENDAR

Meetings will be held at the HCC Ybor campus and virtually. All meetings are open to the public. Meeting dates are subject to change. Visit YborCityOnline.com.

MARCH

PUBLIC SAFETY AND TRANSPORTATION COMMITTEE- THURSDAY, MARCH 4 AT 3:30 PM

PLANNING, INFRASTRUCTURE AND ECONOMIC DEVELOPMENT COMMITTEE- TUESDAY, MARCH 9 AT 3:30 PM

CULTURE, ARTS AND SPECIAL EVENTS COMMITTEE- TUESDAY, MARCH 16 AT 3:30 PM

YBOR CAC/YCDC BOARD MEETING- TUESDAY, MARCH 23 AT 4:00 PM

APRIL

YBOR CAC/YCDC BOARD MEETING- TUESDAY, APRIL 27 AT 4:00 PM

MAY

PLANNING, INFRASTRUCTURE AND ECONOMIC DEVELOPMENT COMMITTEE- TUESDAY, MAY 11 AT 3:30 PM

CULTURE, ARTS AND SPECIAL EVENTS COMMITTEE- TUESDAY, MAY 18 AT 3:30 PM

PUBLIC SAFETY AND TRANSPORTATION COMMITTEE- THURSDAY, MAY 20 AT 3:30 PM

YBOR CAC/YCDC BOARD MEETING- TUESDAY, MAY 25 AT 4:00 PM

HELP FOR SMALL BUSINESSES

Our neighborhood is our family, and like all families, we want the best for you. We've put together resources for small businesses and residents that can be helpful during these challenging times. Visit yborcityonline.com/covid-19/.

MAYOR JANE CASTOR

Community Redevelopment Agency (CRA) Board

Orlando Gudes – District 5, Chairman
Bill Carlson – District 4, Vice-chairman
Joseph Citro – District 1
John Dingfelder – District 3
Luis Viera – District 7

Charlie Miranda – District 2 At-large
Guido Maniscalco – District 6

Meeting Location: Tampa City Council Chambers, City Hall, 315 E. Kennedy Blvd.

Time: 9:00 a.m.

Date: Second Thursday of the month.

YCDC Board of Directors

Chris Wojtowicz Chairman, Historic Ybor Neighborhood Civic Assoc.
Steve Barbas..... Vice-chairman, Ybor City Museum Society
Shari Middleton Treasurer, Finance and Banking
Rich Simmons..... Secretary, At-large
Tee Ann Bailey..... Multi-family Residential
Cathy Bartolotti Ybor Historic Social Clubs
Rey Bulnes..... Ybor City Chamber of Commerce
Joe Capitano, Sr..... Emeritus Member
Jose Cayon..... East Ybor Gary Historic Civic Association
Ron Christaldi..... At-large
Ginger Clark Hillsborough Community College
Fran Costantino..... Emeritus Member
Jason Dickens At-large
Joshua Frank..... Property Owner
Casey Gonzmart Jr..... Restaurant
Ken Jones..... Retail/Arts
Claire Fenlon May..... Entertainment/Events
Pablo Molinari..... Hotel and Bed and Breakfast
Michael Murphy..... Ybor Merchants Association
Walter Pinillos..... GaYbor District Coalition
Steve Rosenstock..... At-large
Thomas St. John..... Hillsborough County Sheriff's Office
John Thompson..... Barrio Latino Commission
Christopher Vela..... At-large
Chip Williams..... Bars and Restaurants

Time: 4:00 p.m.

Dates: Fourth Tuesday of the month except December.



YBOR CITY DEVELOPMENT CORPORATION
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A Division of the City of Tampa - Department of Economic and Urban Development

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