



**MEMBER BENEFITS  
& SERVICES**



**WESTSHORE  
ALLIANCE**



## WHO WE ARE

The Westshore Alliance is a business-based membership organization that provides networking opportunities and benefits to our members. With more than 400 member companies and scores of volunteers, our 501(c)(6) not-for-profit organization serves as the voice of Tampa's Westshore District.

## WHAT WE DO

### Help Shape Westshore's Future

Founded in 1983, the Westshore Alliance has a track record of getting things done, including significant progress in the areas of transportation, urban development, District marketing, public safety, education and connecting our community.

### District Marketing

We are your resource for data, demographics and insight about Westshore. Promoting the District to those looking to invest here includes an array of strategic communication initiatives across all marketing platforms.

### Transportation

We partner with FDOT, City of Tampa, Hillsborough County, HART and others to plan improvements to highways, roads and transit that will make traveling to and within Westshore more convenient for workers, residents and visitors.

We continue to make the Westshore area more walkable through a multi-year program to improve sidewalks, crosswalks and other walk-bike amenities.

### Master Plan and District Amenities

We have developed a Master Plan to enhance Westshore's public spaces, improve walkability, support economic development and encourage public and private sector investments in Westshore.

We have received City of Tampa approval for changes to regulations that streamline the real estate development process and encourage urban-style redevelopment.

### Public Safety

Providing a safe and secure environment for workers, residents and visitors is one of our top priorities. Through our partnership with the Tampa Police Department, the Westshore District has experienced a 43% decrease in crime since 2008.

### Beautification Projects

Over the last 15 years, nearly \$20 million has been secured for landscaping, park improvements and public art in Westshore.

“Westshore is simply the most vibrant and exciting place to be in all of Tampa Bay. Actively networking and being solidly engaged in Westshore Alliance's many projects and events is a great opportunity to grow your business and help to build a stronger Westshore for the future.”

— Jay Botsch, *Westshore Alliance Immediate Past President*





## OUR MISSION

Our mission is to promote, shape future growth and foster economic prosperity of the Westshore District.

Whether your sales and marketing departments are looking to broaden their network of contacts, or you want to help shape the future of Tampa's vibrant Westshore District, we offer a variety of great opportunities.

## MEMBERSHIP BENEFITS

The Westshore Alliance offers company-wide value meaning all employees of your organization are considered members and can take full advantage of our many benefits.

### Marketing

- Free detailed company listing and link to your website on the Westshore Alliance's online Member Directory
- Share company news and events in our digital calendar and newsletters emailed to more than 3,000 subscribers
- Interface directly with fellow members through your Member Portal where you can advertise company deals, news, job listings and events
- Expand your company's exposure through a multitude of annual sponsorship opportunities

### Networking and Business Development

*The Westshore Alliance hosts 40+ annual events including:*

- **Westshore 101**, gain insight about our valuable programs and initiatives and find out what's happening in the vibrant Westshore community
- **New Member Orientation**, learn how to get the most out of your membership with Westshore Alliance including how to join a committee, sponsorship and marketing opportunities and much more
- **Alliance After-Hours**, bi-monthly casual after-hours networking event with fellow Westshore Alliance members and friends
- **Member Luncheons**, monthly event with various keynote speakers drawing 120+ business and community leaders that provides an excellent networking opportunity

- **Annual Meeting**, our most high-profile event drawing in 300+ business and community leaders. At this event, we recap our accomplishments and share what's to come in the thriving Westshore District
- **Annual Westshore Development Forum**, features District market updates and trends, as well as news on major development projects
- **Westshore Safety and Security** in partnership with the Tampa Police Department, a quarterly review of crime statistics and trends where you will learn more about programs available to help keep your business and the Westshore community safe
- Serve on one of our **member-only committees** to connect with fellow business leaders and help shape Westshore's future

### Employee Programs and Services

- Receive free consulting on transportation and commuting alternatives, as well as emailed traffic alerts and construction updates
- Participate in free business crime awareness programs through our partnership with the Tampa Police Department

“Whether you do business inside or outside of Westshore, you and your entire team can connect, grow and make an impact.”

— RJ Covington, *HCI Group HR Business Partner and Westshore Alliance Ambassador*





## TAMPA'S WESTSHORE DISTRICT QUICK FACTS



**102,000+**  
Employees



**12.75 Million**  
sq. ft.  
of commercial  
office space



**250+**  
Restaurants



**40** Hotels  
**7K+** Rooms



**350 Stores**  
at WestShore Plaza and  
International Plaza  
and Bay Street



**26K students**  
attend Westshore  
colleges and schools



**3 Major Highways +**  
Tampa International Airport



**4,000 Businesses**  
region's largest  
employment center



**15,000 Residents**  
3,600+ apartments added since  
2009 and 1,000+ planned  
or under construction



**300+ Acres**  
of parks, beaches  
and trails

For additional information, please contact Director of Membership Jamie Farrell at 813-289-5488 or email [farrell@westshorealliance.org](mailto:farrell@westshorealliance.org).  
All companies are eligible to join the Westshore Alliance, regardless of location. View membership categories and application details at [choosewestshore.com/membership](http://choosewestshore.com/membership)