

# SOARING CITY

## INNOVATION PARTNERSHIP

### AREAS OF IMPACT



#### PLACE MAKING

Beginning in 2018, the Innovation Partnership began referring to the area between I-275, I-75, Busch Boulevard, and Bearss Avenue as “Uptown” and the moniker has held. Several businesses have opened locations bearing the Uptown name, the region’s Chamber of Commerce has rebranded as the Uptown Chamber of Commerce, and there is a greater sense of place now that Uptown has a name.

A retail mall evolving into an innovation village called RITHM@Uptown (RITHM stands for Research, Innovation, Technology, Habitat, and Medicine) is in the heart of Uptown and in addition to its retail tenants it is home to a growing tech cluster that already includes the USF Institute of Applied Engineering, V Studios, AMRoC Fab Lab, blackboXXcelerator, Endorphinz, NETSVS / LT3 Labs, and Soaring City Innovation Partnership. Many of the tech organizations at RITHM would not be in Uptown if not for the efforts of Ip.

Outreach to Uptown stakeholders like D. G. Yuengling Brewing Company have resulted in significant investment in branding and partnership support of USF’s on-campus arena, as well as a 20-plus-million-dollar investment in just the initial phase of the Yuengling Hospitality Campus that will generate jobs and provide a new Uptown destination for first-class dining, entertainment, recreation, and meeting space that will entice visitors and the business community from the Tampa Bay region and beyond.



#### TRANSPORTATION

Innovation Partnership created a Mobility Master Plan for Uptown which recommended the Uptown Circulator transportation service, expected to be launched in the fall of 2022.

Soaring City is a strong advocate of more transit options in Uptown, such as Bus Rapid Transit and future options including rail and innovative possibilities such as air taxis and elevated pods.

Ip has long advocated for the redesign of the east Fowler Avenue corridor into a true gateway to the Uptown Innovation Quarter and the Florida Department of Transportation has begun the process to re-engineer the road into more of a boulevard while the Planning Commission is working toward land-use and zoning policies that will complement the redesign.

Soaring City’s vision is a less car-centric Uptown with more options for pedestrians and bicyclists. The Veterans’ Tech Trail was conceived by Ip and is part of the recommended alternative for the proposed USF Green ARTery Trail.

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#### COMMUNITY ENGAGEMENT

Since 2015, Innovation Partnership has hosted events attended by 2,500+ people and introduced internationally renowned urbanists to the community who have shared their expertise with the organization.

Through the Community Engagement Committee, organizations serving the Uptown community collaborate to maximize impact. Ip is a consistent supporter and participant in Crossover Church's Love Our City initiative and a leading participant in the Mort Elementary Community Partnership school.

Collaboration with the USF Honors College has connected the talents of USF's brightest students to Ip's partners, forging relationships and new ideas.

Soaring City's Florida Blue blackboXXcelerator is a new venue for community engagement.



#### JOB GROWTH

Soaring City works to identify emerging job sectors and connect Uptown residents with the training and employment opportunities needed for prosperous careers in the "blue collar" tech work force.

Ip has partnered with CareerSource on the federal TechHire initiative securing MOUs from 139 companies to hire those completing TechHire training courses and hosted several events to assist businesses with their work force needs and connect them with qualified applicants.

The Innovation Partnership has shared its facility with Launch Code to train a women's cohort of coders and with Hillsborough Community College to make classes in medical fields more accessible to Uptown residents.



#### BUSINESS DEVELOPMENT

Soaring City is a very active member of the Uptown Chamber of Commerce advocating for the success of local businesses and has provided an office for the Florida Small Business Development Corporation to engage with clients.

Soaring City's new Entrepreneur in Residence works to foster and support entrepreneurship in Uptown.