



Shop Gandy!  
Marketing and Business  
Support Guide

[www.ShopGandy.com](http://www.ShopGandy.com)



Dear Gandy business owner:

Road construction can present challenges for businesses. But with the right information, proper coordination and strategic planning, your business can not only endure the process, but also prosper.

The Shop Gandy! business support campaign is a partnership between the South Tampa Chamber of Commerce, Greater Tampa Chamber of Commerce, St. Petersburg Area Chamber of Commerce, Greater Brandon Chamber of Commerce, and the Tampa Hillsborough Expressway Authority created to help market and promote Gandy businesses before, during and after construction of the Selmon Extension roadway project.

**Shop Gandy!** features include:

- Highlighting Gandy businesses on partners' social media networks – providing access to hundreds of potential new followers and customers.
- Opportunities for Gandy businesses to host Chamber events, with participation from local businesses and community stakeholders, at no cost to the businesses.
- Complimentary #ShopGandy branded items such as signs and car magnets designed to encourage Tampa Bay residents to Shop Gandy!
- And much more – all to be found via the [www.ShopGandy.com](http://www.ShopGandy.com) website.

This Shop Gandy! marketing and business support guide offers additional strategies and techniques designed to help your business navigate construction impacts. While road construction may pose temporary challenges, completion of the Selmon Extension will alleviate traffic congestion on Gandy Boulevard and create greater capacity and access to Gandy-corridor businesses.

Please be sure to review the Construction Resource section of this guide for a list of contacts best suited to answer questions concerning construction schedules, Shop Gandy! or other matters.

On behalf of our Shop Gandy! partners, thank you for all you do each and every day to make our community prosper.

Sincerely,

A handwritten signature in black ink, appearing to read "Joe Waggoner".

Joe Waggoner  
CEO, Tampa Hillsborough Expressway Authority



# Marketing Tips

Below are marketing tips created by the Shop Gandy! business support campaign for Gandy businesses to use to encourage customers, residents and visitors to **#ShopLocal** at your Gandy business before, during and after construction of the Selmon Extension.

1

## Host Chamber Networking Events at No Cost to Your Business

Our Chamber partners have opportunities throughout the year for Gandy businesses to volunteer as the host location for various events. Gandy businesses may choose to provide a giveaway, coupon or promotional items for the event (but there is no obligation to do so.) By hosting a Chamber event at your business location, you will receive maximum exposure as well as the opportunity to share information about your business with Chamber members, community leaders and potential customers. To learn more about these opportunities or to volunteer as a host location, please email [info@ShopGandy.com](mailto:info@ShopGandy.com).

2

## Share Your Business's Specials, Promotions and Holiday Gift Ideas on the Shop Gandy! Website

Do you have a weekly special or an item that you think would be great for customers to give as a gift during the Holidays? On the Shop Gandy! website, businesses can highlight specials and gift ideas on the calendar. Shoppers, residents and potential new customers can visit the calendar, at [www.ShopGandy.com/calendar](http://www.ShopGandy.com/calendar) to learn more about these specials and gift ideas. To have your special and/or gift ideas placed on the calendar, please email [info@ShopGandy.com](mailto:info@ShopGandy.com).

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## Request Free Shop Gandy! Promotional Items

Gandy businesses can request car magnets, window clings and yards signs from the Shop Gandy! business support website at [www.ShopGandy.com](http://www.ShopGandy.com) or by emailing [info@ShopGandy.com](mailto:info@ShopGandy.com).

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## Create a Giveaway

Businesses can increase their online traction and in-store foot traffic with current and prospective customers by creating a giveaway. Giveaways do not have to be expensive or large items but should be something of interest to customers. Examples include a gift card for a small amount to your business or a free beverage. Businesses can promote these giveaways on their social media channels and use the **#ShopGandy** hashtag to allow the Shop Gandy! campaign partners to repost, creating access to a larger audience. Businesses can also email giveaway details to [info@ShopGandy.com](mailto:info@ShopGandy.com) and it will be posted on the Shop Gandy! website calendar and also pushed out to our partners so they too can continue to help promote your business.

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## Send Out a Weekly or Monthly E-mail Blast or Newsletter

Businesses can engage current customers during construction by sending out a weekly or monthly email blast or newsletter. The Shop Gandy! business support campaign has created content that you can copy and paste to include in your electronic publications. Businesses are also encouraged to use the **#ShopGandy** hashtag in their electronic newsletters and social media posts to inform Shop Gandy! campaign partners and Chambers of the happenings at each business to facilitate reposting on their social media channels and sharing in their newsletters. For questions, please email [info@ShopGandy.com](mailto:info@ShopGandy.com).

## Marketing Tips

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### Capitalize on Hashtags

The Shop Gandy! business support campaign has created **#ShopGandy** to allow customers, chamber partners and other businesses to easily identify which Gandy businesses are participating in the campaign and to assist in driving attention to Gandy businesses. You can use **#ShopGandy** to notify the campaign about your posts and allow for ease in reposting and sharing on our Shop Gandy! partners' social media channels.

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### Encourage Friends, Customers & Shop Gandy! Partners to Follow You

Invite your friends, family and current customers to "Like" and follow your social media platforms. Remember that no one can like your page if they don't know it exists. Please email [info@ShopGandy.com](mailto:info@ShopGandy.com) and our Shop Gandy! partners will follow and "Like" all of your social media channels.

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### Interact with Followers and Respond to Comments and Review

It is important to interact with followers on your social media platforms. Be sure to respond to all comments, both positive and negative. Thank your happy customers for sharing, and address any unhappy customers' complaints. Followers appreciate the interaction and often times a negative comment or review can be turned into a positive one after receiving a response from the business. The Shop Gandy! website has a place for testimonials where Gandy businesses can share their customers' positive experience and a "Gandy Businesses in the News" section to highlight media mentions. To share these experiences with the Shop Gandy! campaign, please email [info@ShopGandy.com](mailto:info@ShopGandy.com).

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### Give People a Reason to Follow You

Social media users have thousands of options to follow and like on various social media platforms. It is important to have your business and your brand stand apart from the competition by creating content that followers cannot find anywhere else such as how-to video guides or live webinars. Contests and giveaways are another great way to encourage current followers to interact with your business and also draw in new followers and customers. Gandy businesses can share contest information with Shop Gandy! by either using the **#ShopGandy** hashtag or emailing [info@ShopGandy.com](mailto:info@ShopGandy.com).

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### Expand Your Social Media Presence with Our Help

It can be challenging to create meaningful and informative social media posts and tweets. Shop Gandy! business support campaign has created content that Gandy businesses can easily replicate or copy and paste onto their own social media posts. Please visit [www.ShopGandy.com/socialmedia](http://www.ShopGandy.com/socialmedia) to learn more about social media tips to help expand your online presence, drive customers to your business and to provide ongoing social media assistance and ideas.

## Automobile Services

### Avis and Budget Car Rental

4644 W Gandy Blvd.  
(813) 831-7219

### Enterprise Rent-A-Car

4602 W Gandy Blvd.  
(813) 831-5330

### Jiffy Lube

4316 W Gandy Blvd.  
(813) 839-8227

### German Auto Service

4601 W Gandy Blvd.  
(813) 835-0600

### Shaver Auto Sales

4617 W Gandy Blvd.  
(813) 644-7233

### Simplistic Fabrications and Collisions

4617 W Gandy Blvd.  
(813) 831-5178

### Tampa Bay Prestige Auto Sales

4621 W Gandy Blvd.  
(813) 898-2259

### Woody's Auto Sales

4601 W Gandy Blvd.  
(813) 837-3431

### West Coast Body Shop

4601 W Gandy Blvd.  
(813) 962-8900

## Beauty and Health

### Aspen Dental

3680 W Gandy Blvd.  
(813) 609-0944

### Bliss Nails

3642 W Gandy Blvd.  
(813) 533-7533

### CVS Pharmacy

4401 W Gandy Blvd.  
(813) 837-8382

### Daba Nails

4644 W Gandy Blvd.  
(813) 839-1770

### Dalton Dental

4511 W Gandy Blvd.  
(813) 872-8300

### Decker Therapy Services

4704 W Gandy Blvd.  
(813) 380-8230

### Elite Barbershop

4707 W Gandy Blvd.  
(813) 805-6663

### Fantastic Sams

4644 W Gandy Blvd.  
(813) 831-6544

### Great Clips

3688 W Gandy Blvd.  
(813) 644-4998

### Hair Max

4475 W Gandy Blvd.  
(813) 832-4919

### K Nails and Spa

3617 W Gandy Blvd.  
(813) 831-8191

### Kevin D Slattery PA

4860 W Gandy Blvd.  
(813) 839-7474

### Lilly Health Spa

4644 W Gandy Blvd.  
(813) 831-1519

### Lucky Penny Spa

4467 W Gandy Blvd.  
(813) 443-0832

### Massage Redefined

4707 W Gandy Blvd.  
(813) 831-9420

### Men's Health Center Florida LLC

4707 W Gandy Blvd.  
(813) 489-6342

### Mindful Rehabilitation

4707 W Gandy Blvd.  
(727) 479-8891

### Nail Time and Spa

3680 W Gandy Blvd.  
(813) 533-7237

### Nation Nails

4473 W Gandy Blvd.  
(813) 805-0901

### NutriSource

4469 W Gandy Blvd.  
(813) 443-5363

### Sally's Beauty Supply

4471 W Gandy Blvd.  
(813) 835-9269

### South Tampa Voice Therapy

4707 W Gandy Blvd.  
(813) 728-6601

### Sport Clips

3801 W Gandy Blvd.  
(813) 443-4561

### The Foot Whisperer

4810 W Gandy Blvd.  
(813) 831-9420

### The Hair Genius

4707 W Gandy Blvd.  
(813) 445-1415

### Walgreen's

4738 W Gandy Blvd.  
(813) 837-1848

### YouFit Health Clubs

4465 W Gandy Blvd.  
(813) 675-8888

### Your Choice Pharmacy

4644 W Gandy Blvd.  
(813) 605-0055

## Communications

**iHeart Radio**  
4002 W Gandy Blvd.  
(813) 832-1000

**Metro PCS**  
4644 W Gandy Blvd.  
(813) 831-7300

**T-Mobile**  
3801 W Gandy Blvd.  
(813) 514-4957

**Verizon Wireless**  
3698 W Gandy Blvd.  
(813) 831-5500

## Financial Services

**Amscot Financial**  
4481 W Gandy Blvd.  
(813) 835-0735

**Bank of America**  
4109 W Gandy Blvd.  
(813) 805-1116

**Cash America International**  
3630 W Gandy Blvd.  
(813) 832-3333

**Grow Financial**  
4502 W Gandy Blvd.  
(813) 839-6328

**Wells Fargo & Company**  
4203 W Gandy Blvd.  
(813) 276-6050

## Gas Stations

**7-Eleven**  
4747 W Gandy Blvd.  
(813) 837-9509

**Chevron Corporation**  
4101 W Gandy Blvd.  
(813) 832-9194

**Circle K**  
4803 W Gandy Blvd.  
(813) 831-9781

**Gandy Citgo**  
4702 W Gandy Blvd.  
(813) 374-8989

**Mobil Lube Express**  
3699 W Gandy Blvd.  
(813) 805-0883

**Shell Gas Station**  
3602 W Gandy Blvd.  
(813) 831-3514

**Shell Global**  
4801 W Gandy Blvd.  
(813) 831-3514

## Home Goods

**American RC Galleries**  
4901 S West Shore Blvd.  
(813) 831-2646

**Ceramic Matrix**  
4009 W Gandy Blvd.  
(813) 284-6959

**DOMA Home Furnishings**  
4005 W Gandy Blvd.  
(813) 258-4500

**Macy's Furniture Gallery**  
4130 W Gandy Blvd.  
(813) 805- 5270

**Mattress Firm**  
3801 W Gandy Blvd.  
(813) 837-8014

**Scan Design**  
4221 W Gandy Blvd.  
(813) 805-2777

**Triage Consignment Showcase**  
4912 S Lois Ave.  
(813) 805-7600

## Miscellaneous

**Advercom LLC**  
4707 W Gandy Blvd.

**Anderson Lesniak Limited Inc**  
4921 W Gandy Blvd.  
(813) 831-9595

**ABM**  
4707 W Gandy Blvd.  
(813) 837-4257

**Bay Area Vapor**  
4707 W Gandy Blvd.  
(813) 839-8900

**BJK Cleaning Services**  
4707 W Gandy Blvd.  
(813) 405-0000

**Boomerang Transportation**  
4475 W Gandy Blvd.  
(813) 253-4756

**CastleGarde, Inc.**  
4911 S West Shore Blvd.  
(813) 872-4844

**Direct Components, Inc**  
4828 W Gandy Blvd.  
(813) 835-3883

**Dogma Mobile Grooming LLC**  
4707 W Gandy Blvd.  
(727) 698-9500

**Easy Pawn**  
4620 W Gandy Blvd.  
(813) 902-9333

**Fine Wine and Spirits Warehouse**  
4023 W Gandy Blvd.  
(813) 837-8941

**Gamestop**  
3801 W Gandy Blvd.  
(813) 831-7515

## Miscellaneous

### Gandy Animal Hospital

4714 W Gandy Blvd.  
(813) 839-1285

### Level Talent Group

4919 S West Shore Blvd.  
(813) 814-4944

### Pica Corporation

4848 W Gandy Blvd.  
(813) 831-1999

### Rockwell Collins

4811 W Gandy Blvd.  
(813) 280-3476

### Shiftgig

4707 W Gandy Blvd.  
(813) 502-0824

### Tampa Laundry Company

4520 W Gandy Blvd.  
(813) 902-1000

### U-Haul

3939 W Gandy Blvd.  
(813) 832-5682

### Veterans United Home Loans

3686 W Gandy Blvd.  
(813) 835-1516

### Golden Egg Uniforms

4802 W Gandy Blvd.  
(813) 839-7050

### Loupin Construction

4931 S West Shore Blvd.  
(813) 440-2165

### Phantom Fireworks

3642 W Gandy Blvd.  
(813) 839-6751

### ROI Amplified

4905 S West Shore Blvd.

### Synergy Internet Business Center

4465 W Gandy Blvd.  
(813) 518-8020

### Tampa Computer Doctors

4707 W Gandy Blvd.  
(813) 514-6716

### US Coast Guard Auxiliary

5108 W Gandy Blvd.  
(813) 464-0030

### Visual Alliance Media

4842 W Gandy Blvd.  
(813) 943-6053

### La Quinta Inn

4620 W Gandy Blvd.  
(813) 835-6262

### Mister HotShine Car Wash

3622 W Gandy Blvd.  
(813) 837-9333

### Revisionary Esthetics

4707 W Gandy Blvd.  
(727) 900-1600

### State Farm Insurance

4644 W Gandy Blvd.  
(813) 286-3077

### Tampa Bay Pet Groomer Academy

4707 W Gandy Blvd.  
(813) 805-0030

### The UPS Store

3690 W Gandy Blvd.  
(813) 514-8383

### Value Pawn & Jewelry

4320 W Gandy Blvd.  
(813) 902-9333

### West Coast Master Painter

4804 W Gandy Blvd.  
(813) 443-5733

## Professional Services

### Accell Audit and Compliance, P.A.

4868 W Gandy Blvd.  
(813) 440-6380

### Jenkins Law, P.L.

4834 W Gandy Blvd.  
(727) 265-3220

### Paris Lee Davis Law Firm

4707 W Gandy Blvd.  
(813) 898-6171

### Diversified Accounting and Tax

4933 S West Shore Blvd.  
(813) 658-3650

### Law Office Patrick J Cremeens

4707 W Gandy Blvd.  
(813) 839-2000

### Shah Law Offices

4707 W Gandy Blvd.  
(813) 765-5297

### Wunderling and Corcoran, CPA, P.A.

4820 W Gandy Blvd.  
(813) 837-6300

### Fowler Rodriguez Counselors of Law

4923 S West Shore Blvd.  
(813) 251-1770

### O&L Law Group

4818 W Gandy Blvd.  
(813) 769-3985

### The Davis Law Firm

4903 S West Shore Blvd.  
(813) 944-3178

## Recreational

### Arthur Murray Dance Studio

4011 W Gandy Blvd.  
(813) 835-1111

### Gandy Bait and Tackle

4923 W Gandy Blvd.  
(813) 839-5551

### Depth Perception Dive Center

4015 W Gandy Blvd.  
(813) 689-3483

### Inshore 2 Offshore Fishing

5108 W Gandy Blvd.  
(813) 731-3426

### Sailor Mike's Bait and Tackle

4925 W Gandy Blvd.  
(813) 902-9360

### Tampa Fishing Charters

5108 W Gandy Blvd.  
(813) 477-3814

### Flatsmasters Fishing Adventures

5108 W Gandy Blvd.  
(863) 529-9506

### Pattinis Bistro and Skate

4465 W Gandy Blvd.  
(813) 734-7655

## Restaurants

**81Bay Brewing Company**

4465 W Gandy Blvd.  
(813) 837-2739

**Burger King**

4403 W Gandy Blvd.  
(813) 644-5960

**Chick-fil-A**

3678 W Gandy Blvd.  
(813) 831-4203

**Domino's Pizza**

3801 W Gandy Blvd.  
(813) 837-0591

**JerkHut Southside Cafe**

4495 W Gandy Blvd.  
(813) 835-5375

**Marco's Pizza**

4711 W Gandy Blvd.  
(813) 839-1234

**Qdoba Mexican Eats**

3801 W Gandy Blvd.  
(813) 837-0101

**Starbucks Coffee**

3619 W Gandy Blvd.  
(813) 831-5179

**Applebee's Neighborhood Grill & Bar**

4411 W Gandy Blvd.  
(813) 252-7951

**Casa Mexicana Bar and Grill**

4707 W Gandy Blvd.  
(813) 443-0962

**China Taste**

4711 W Gandy Blvd.  
(813) 839-1888

**Dunkin' Donuts**

4404 W Gandy Blvd.  
(813) 835-0694

**Jersey Mikes Subs**

3684 W Gandy Blvd.  
(813) 570-7809

**McDonald's**

4818 S Manhattan Ave.  
(813) 837-3934

**Ranch House Grill**

4426 W Gandy Blvd.  
(813) 831-9759

**Subway**

4644 W Gandy Blvd.  
(813) 831-1141

**Twistee Treat**

4418 W Gandy Blvd.  
(321) 445-9103

**Wendy's**

4314 W Gandy Blvd.  
(813) 839-8971

**Black Jack Pizza and Salads**

3692 W Gandy Blvd.  
(813) 333-2921

**Checkers Drive-In**

4530 W Gandy Blvd.  
(813) 284-5054

**Chipotle Mexican Grill**

3696 W Gandy Blvd.  
(813) 839-7030

**Hooters Restaurant**

4420 W Gandy Blvd.  
(813) 835-5164

**KFC**

4402 W Gandy Blvd.  
(813) 837-5391

**New China**

3801 W Gandy Blvd.  
(813) 837-6865

**Smoothie King**

3694 W Gandy Blvd.  
(813) 831-0103

**Tampa Elks Lodge**

3616 W Gandy Blvd.  
(813) 831-4280

## Super Stores

**Publix Super Market**

3615 W Gandy Blvd.  
(813) 831-2691

**Target Corporation**

3625 W Gandy Blvd.  
(813) 835-8333

**Walmart Supercenter**

4302 W Gandy Blvd.  
(813) 371-9444

**Winn Dixie**

4317 W Gandy Blvd.  
(813) 839-5411



## Frequently Asked Questions

### Will the Selmon Extension Project alter customer access to Gandy Businesses after construction?

There will be no changes to existing Gandy Blvd access options. All movements that are available today will be preserved. Connection to the Selmon Extension will be a new option for both local and regional travelers.

### How will the construction of the Selmon Extension affect access to Gandy Boulevard and surrounding businesses?

We anticipate leaving the two lanes in each direction of Gandy Boulevard open during peak traffic times. Any needed lane closures will occur during off-peak hours. Any needed major road closures will happen overnight only. Temporary closures of some median-turning movements may occur during the construction of the foundation. However, the closures, if required, would be for short durations and usually at night. The final project will preserve all existing median-turn movements.

### How will the Selmon Extension affect businesses along Gandy Boulevard?

Construction is always difficult for motorists and businesses. THEA will work with the Gandy Boulevard businesses to identify issues and concerns – and then to address those concerns in our construction methods. THEA will provide continuous project updates that include general project status and construction alerts. When completed, the Selmon Extension will give travelers a choice, stay on Gandy Boulevard or take the 1.9-mile toll lane to connect directly to the Selmon Expressway.

### Will the Selmon Extension impair Gandy Business sign visibility?

Visibility of business signs along Gandy Boulevard will not be blocked to passing motorists. If necessary, blue business signs (i.e. interim construction signs) will be installed during construction to enhance visibility. In addition, THEA is committed to helping maintain visibility for businesses along Gandy Boulevard by:

- Elevating the Extension so the base of the structure is at least 30 feet high
- Reducing the number of piers supporting the Extension by 30%
- Spacing the supporting piers, on average, 200 feet apart

## Contact Information



### Construction or Project Questions

For construction or project related questions, please call Mellisa McColley at (813) 613-2306 or [mellisa@selmonextension.com](mailto:mellisa@selmonextension.com).

Mellisa serves as the Selmon Extension Project Information Officer. She is excited to support local businesses and keep the public informed on every detail of the project. She can help with any questions or concerns business owners or citizens might have. Up-to-date information will also be provided during her weekly business roundtable meetings, scheduled to begin early 2018.



### Shop Gandy! Questions

For Shop Gandy! questions, please email [info@shopgandy.com](mailto:info@shopgandy.com).