

# ***A PIECE OF HISTORY***

*Tampa Beach*

*La Vida Beach*



**Aleta Jonie Maschek**  
Southshore Historian

**Apollo Beach**

History of Apollo Beach

by

Aleta Jonie Maschek

Local Historian for 28 years

A Journalist

BOOK #110

Locally: Retired from Channel 8 TV

Listed

*A Piece Of History*

Listed: Florida Women Of Letters

President: National League American Pen

*Aleta Jonie Maschek*

Woman of the Year Ruskin Chamber

Eight Books, Hillsborough County Libraries

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Paul Dickman started it all  
First owned Apollo Beach

The Track of Land 5,500 Acres  
That Is Today Apollo Beach  
Is 88 Years Old.

1. First deeded to Paul Dickman 1920
2. Named Tampa Beach 1950
3. Named La Vida Beach 1957
4. Named Apollo Beach 1958

PAUL B. DICKMAN INC. SINCE 1924

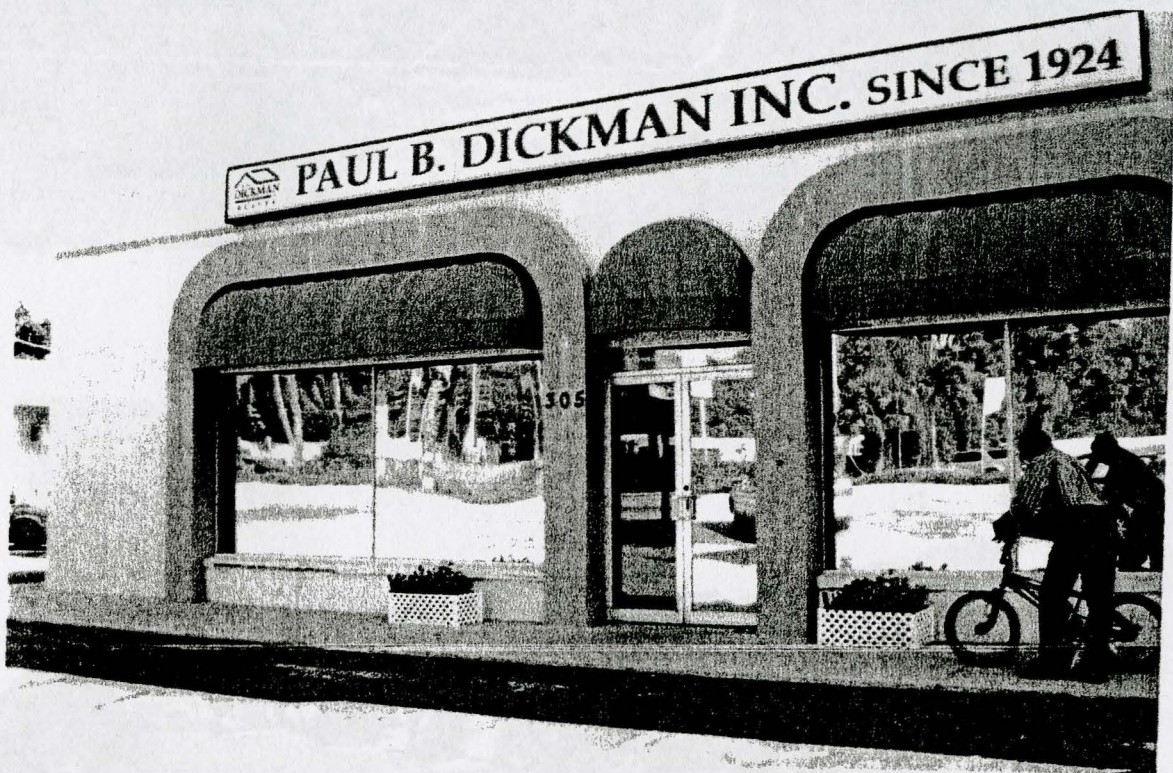
Paul B. Dickman Inc. Realtor 1924



Paul Dickman started it all  
First owned Apollo Beach



PAUL B. DICKMAN  
Dubbed "Father of Ruskin"



Paul B. Dickman Inc. Realtor 1924

New Development on Apollo Beach



TAMPA BAY BEACH

LA VIDA BEACH

APOLLO BEACH



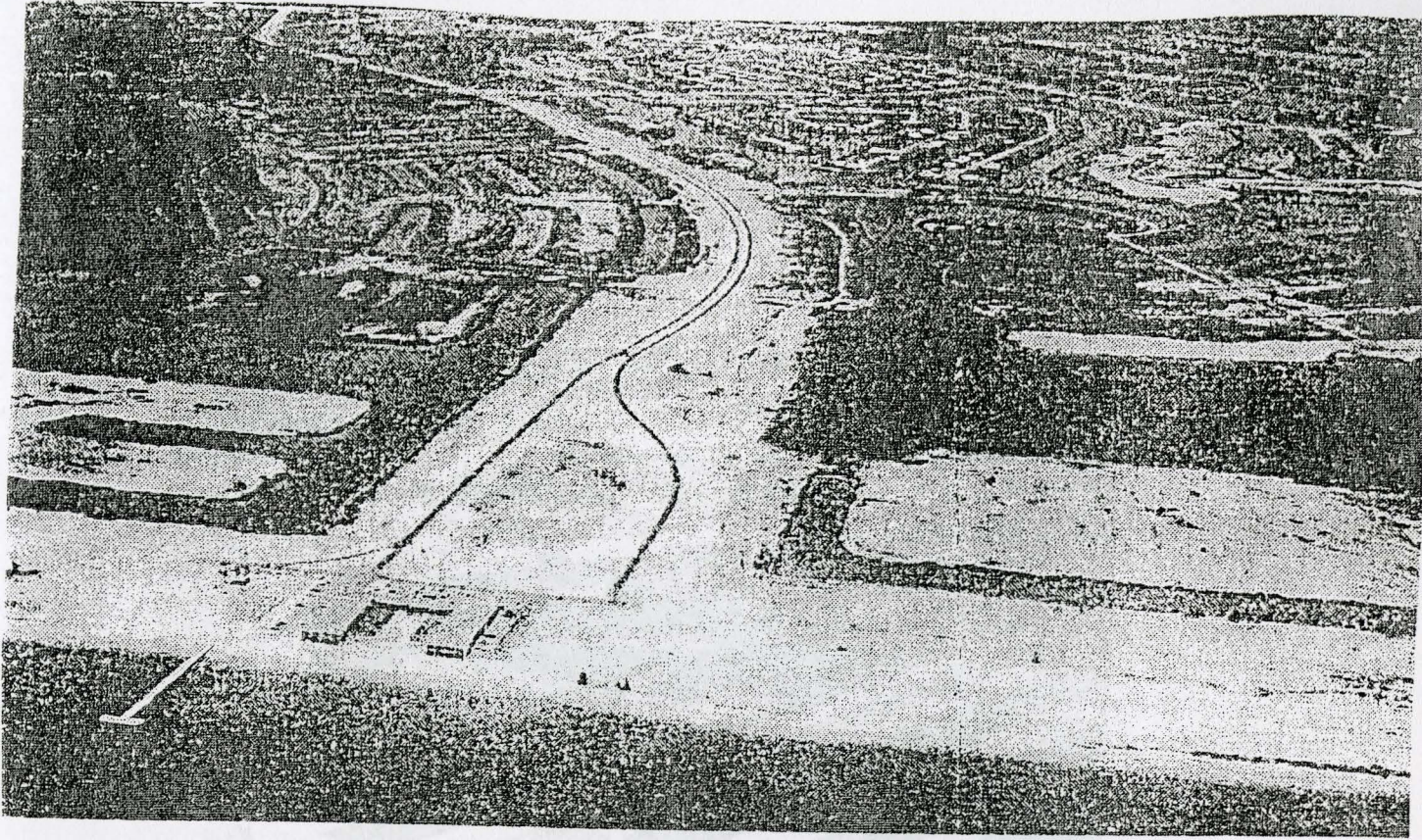
More work to be done



New Development on Apollo Beach Blvd.



# Apollo Beach



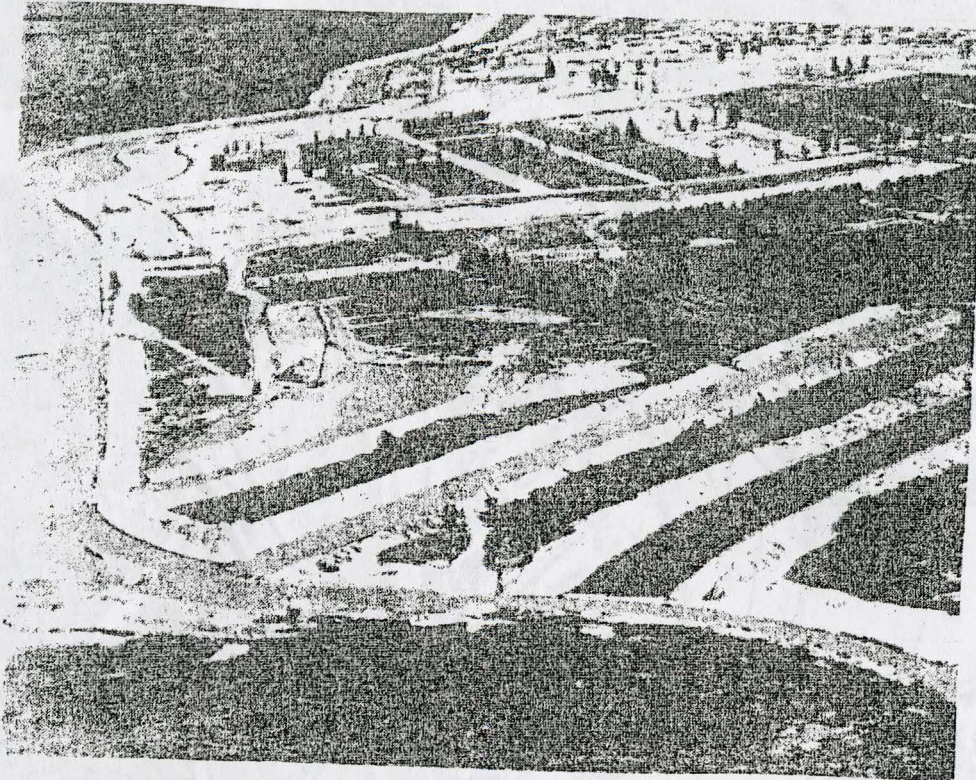
A Formerly Simple Landscape Now Looks Like A Waterfront Paradise

Looking Over Progress Being Made



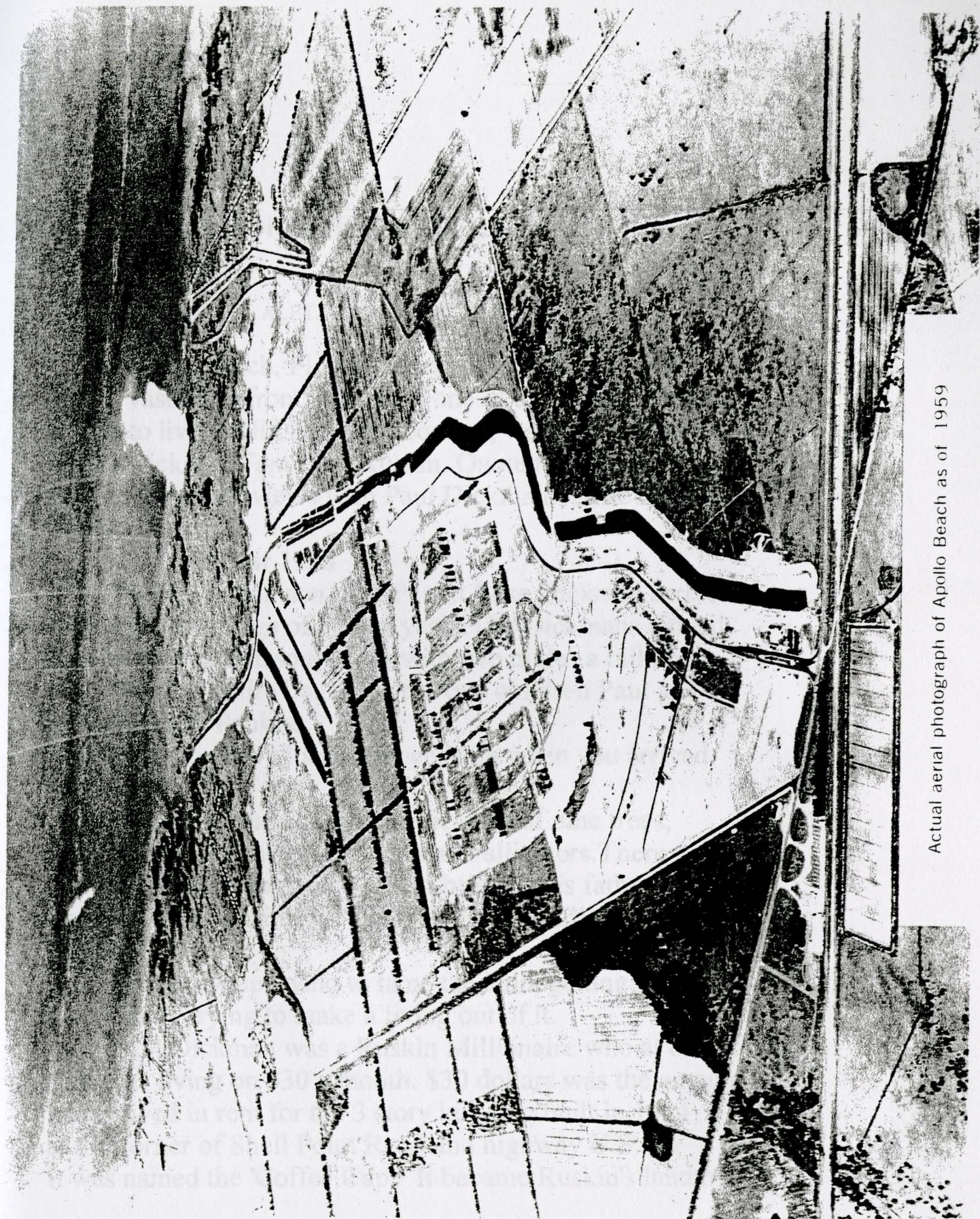
See the canals.... soon people will live here

## APOLLO BEACH



Looking Good Progress Being Made





Actual aerial photograph of Apollo Beach as of 1959



## HISTORY OF APOLLO BEACH

BY

ALETA JONIE MASCHKE

Apollo Beach, Florida covers 5,500 acres of land with a vast waterfront, making it one of the most desirable places to live in Hillsborough County, was first owned by the Dickman Family of Ruskin. Quoted are some of the previous interviews with Paul Dickman before his death.

### Year 1908

Paul Dickman son of A.P. and Rose Dickman, arrived in Florida at the age of eleven years. The Dickmans moved here from their Missouri farm with two mules a milk cow and some Berkshire hogs plus the two children Paul and his twin sister Pauline.

How you see Florida, depends on when you arrived here.

Dickmans' arrived in a wilderness of pine trees, underbrush, flatlands and snakes and alligators. There was no railroads, no roads, and no bridges. His father had traded his Missouri farm to help stake the Millers to build Ruskin College.

Paul grew up trying to tame the land, getting up at 5 a.m. daily trying to make a living out of it.

Paul Dickman was a Ruskin Millionaire who at one time was living on \$30 a month. \$30 dollars was the amount he received in rent for the 3 story building built in 1924 at the corner of Shell Point Road and highway U.S.41. It was named the 'Coffee Cup.' It became Ruskin's landmark.



The boom of the '20's had collapsed. " You couldn't be poorer and be head of a family." Dickman said..

Paul and his wife Ester took over their building. The renter could not pay his thirty dollar a month rent. Opening at 5.a.m. and staying as long as there was a car driving on 41. Paul did the bacon and eggs, and Esther did the famous Coffee Cup pies. She would be the waitress , then run to the kitchen do the cooking, take off her apron and serve the food.

Dickman put Ruskin on the map with his farming. He made agriculture a big business , pioneering growing techniques, developing new equipment and new methods organizing cooperatives and packaging techniques which evolutionized the business of marketing vegetables to distant cities. He had a fleet of trucks with Ruskin, Fl. on the sides, used to market packaged fresh produce, which he pioneered..

#### Year 1908-1919

Ruskin College , named indirectly for John Ruskin, a liberal British writer and social theorist who believed that all art is based on morality and integrity.

The society through the years of operation sold lots from ten dollars to twenty dollars an acre.

Common Good Society was created and with each lot sold another went into the common good, to be used for public improvement.

Many were lured from the north and brought property in Ruskin.

Others came to go to the college.

World War 1 broke out, the college burnt to the ground, President Dr. Miller died in 1919 and the original Ruskin dream had vanished.

When the war started people fled, leaving their land behind. Paul Dickman returned back to Ruskin, finished his engineering degree, before the college burnt.



## Year 1920-1924

Paul Dickman was not only a farmer, but a thinker, a man of visions and an inventor.

Dickman was only one of the few that returned to Florida after the war.

The land that was left behind when the war started was sold for taxes.

He obtained his real estate liscense and started buying all the land he could for taxes and was building his empire daily.

Before the financial storm of the 20's had hit, Paul Dickman's father had deeded to him a track of land that today is Apollo Beach, thus this makes this plot of land that is today Apollo Beach 88 years old. It was not named Apollo Beach until 1958.

He sold it to a turpentine wholesaler , Flynn Harris and Bullard Co. in Jacksonville. It sold for \$30.00 an acre with ten per cent down. It went up to \$60.00 an acre, then to \$125.00. It again advanced to \$300.00 an acre. When it reached \$600.00 an acre, the development was dead when the boom fell.

Dickman said "It was a paper boom, and I thought I had made \$126,000 in one year in second mortgages and promises."

## Year 1926

"By 1926 the acreage, which is now, Apollo Beach had sold for \$1,233,000 in Mortgages A.B.C.D. but the only real money in the transaction was \$440,000," Dickman said.

## Year 1930-1938

Birmingham bankers were interested in the "Venice



of Tampa Bay," with a proposed tunnel conceived under Tampa Bay to Tampa and they held a conference with New York bankers for a \$3 million loan.

They thought that Dickman a country boy and "not big enough," to sit in the bankers' conference .

Dickman kept his head, the bankers lost their money, and the mortgages reverted to Mortgage A and the turpentiners of Jacksonville.

Dickman cashed in around 1938.

" I bought 3,999 acres of the land, which is now Apollo Beach, back with \$1,300,00 in mortgages for \$22,00 less ten percent commission. " It came out to \$8.00 an acre for all tillable, agriculture land. Counting the marshland for \$0.00 an acre, which averaged out to be \$6.00 an acre.

I then bought the rest of the land, which is now Apollo Beach.

#### Year 1938-1950

An engineer, as Dickman was, he hired a Tampa engineer to find the dredging cost for the mangrove fringe of the waterfront and found a 2,600 foot underwater reef which is today the bottomland of the beach frontage where the Holiday Inn, was built.

From the engineers that Dickman hired , he now owned the plan to Apollo Beach. Dickman held the paper a planned city of 40,000, six schools, including a Jr. High. He paid \$56,000 for an outline from bridge paths to hydraulic, sewer-water, traffic, recreation and schools.

Apollo Beach was made with a Dickman touch. Dickman was a country boy but told them about the rainfall that comes down through the swales. He also suggested dredging waterways to the highway to take off the rainfall and the channels and causeways to serve three types of boaters.

A name was needed for this development. Dickman thought that it being half way between Tampa, an already



known city, that it would attract more people to the area if the name was TAMPA BEACH.

Dickman sold Tampa Beach to an engineering firm in New York doing business under the names of Turner, Dean, and Clark. These three men would take over Tampa Beach.

The three followed Dickman's plan. They first started to dredge Flamingo Canal to Tampa Bay. This was the number one on their list of development as the land would then sell from Highway 41 to the bay.

As the task of development proceeded, many problems occurred. Workers had to protect themselves from the elements around, mosquitoes, alligators and snakes.

This project soon became too large an undertaking for Turner, Dean and Clark, due to lack of capital, they were unable to proceed with the development.

Dickman soon took steps to take the land back in his name.

It had been a long trip and Dickman was reluctant to even think about selling this land again.

Dickman kept up his drive to follow his dream that someday this land would become a great waterfront development. He was farming part of the land, growing citrus and running cattle, waiting for something to give.

Year 1957

He ran an ad in the Wall Street Journal for an investor-developer.

Dickman's ad produced seven responses, which trickled down to negotiations that led to "the second largest shopping center developer in Michigan." Francis J. Corr.

He didn't sell to Corr overnight. He and his wife Esther, visited with Corr and his family week-end and week-out. They wanted to be sure this time, that the



he would follow the plan and finish the development.

Finally papers were drawn up and Corr , the Lansing shopping center developer bought the embryo community of Tampa Beach.

Corr moved in and started his project. His first undertaking was to finish the Flamingo Canal route to the bay.

This was soon accomplished and a name change was undertaken by the new owner.

Tampa Beach name was dropped and Corr named this new property LA VIDA BEACH which means, "The Life."

The canal was finished, dredging continued. Corr bought land from the state of Florida in the water and started filling sand upon the ledge Dickman's engineers had found. When he had a beach, he had the foresight to negotiate a deal with a large hotel chain. After much research, and paper flow, he made a deal with Holiday Inn , to build upon his beach.

#### Year 1958

As the development progressed Corr started to think of how to get people to purchase property in his development. Visualizing what there was to offer, he thought that number one, there was lots of sun. What else was there? The beach, and thinking Apollo, was the God of the sun, thus the new place under the sun in Florida , would now be named APOLLO BEACH.

A business person, as Corr was, he soon created a promotion , advertising, and marketing consultants to help his sales force.

A airstrip was added on the Golf Course land.

#### Year 1959



# apollo beach

*If you're used to a fine home in the better neighborhood wherever you may live . . . if you're used to the better car . . . then Apollo Beach is for you.*

*Apollo Beach is not for everyone . . .*

\* As you can see from the artist's delineation of the master plan, Apollo Beach is far from the ordinary project development with endless rows of assembly line houses. It was conceived, designed, engineered and developed as a planned, self-contained city.

\* The friendly security officers on duty around the clock at the main entranceway, give you a sense of well-being. It's pleasant to know that you and your family enjoy constant protection from any outside intrusion.

\* As you drive along winding avenues, flanked by palms and picturesque waterways, you become aware of the meticulous planning that has gone, step by step, into every home and homesite, every waterway, road, boulevard and byway.

\* You'll see beautiful homes, some large and elaborate, others of more modest design. But all reflecting the charm and dignity of the people who will be your neighbors.

\* If you like beaches and swimming, you'll enjoy the very finest of both and, as a resident—all exclusively yours. Fishing? You have only to decide the kind you prefer . . . salt or fresh water, big game or light tackle . . . from your own boat, from a chartered boat with expert guide or from the seawall off your own back yard.

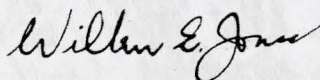
There are a number of island communities within Apollo Beach, many will have their own private yacht clubs and marinas. And the Golf and Sea Club has one of the finest 18-hole, par 72, championship courses designed by the famed Robert Trent Jones.

You'll have The Beach House—the newest in luxury hotels—directly on the bay, for pool and surf bathing, for dancing, dining and luxuriously appointed balcony rooms and suites.

When completed, Apollo Beach will offer these and many other features for your fun and relaxation.

All this and more is yours at Apollo Beach. It is our feeling that you will and should look upon it this way . . . as a beginning . . . a whole new beginning . . .

For FREE full-color brochure with complete details, be sure to mail coupon—today.



Wilbur Jones, President





- 1 Tampa
- 2 St. Petersburg
- 3 Clearwater
- 4 Three cross-bay bridges
- 5 St. Petersburg Airport
- 6 Tampa Airport
- 7 Tampa Bay
- 8 US-41, The Tamiami Trail
- 9 Present entrance to Apollo Beach
- 10 Existing shopping center
- 11 Information and sales office

- 12 Future shopping centers
- 13 Flamingo Park Yacht Club and Community Center
- 14 Jamaica Island
- 15 Championship 18-hole golf course
- 16 Proposed additional golf course
- 17 "Golf and Sea" Country Clubhouse
- 18 "Golf and Sea" Yacht Marina
- 19 "Golf and Sea" Cabana Club
- 20 Main Marina
- 21 The beaches
- 22 North Marina

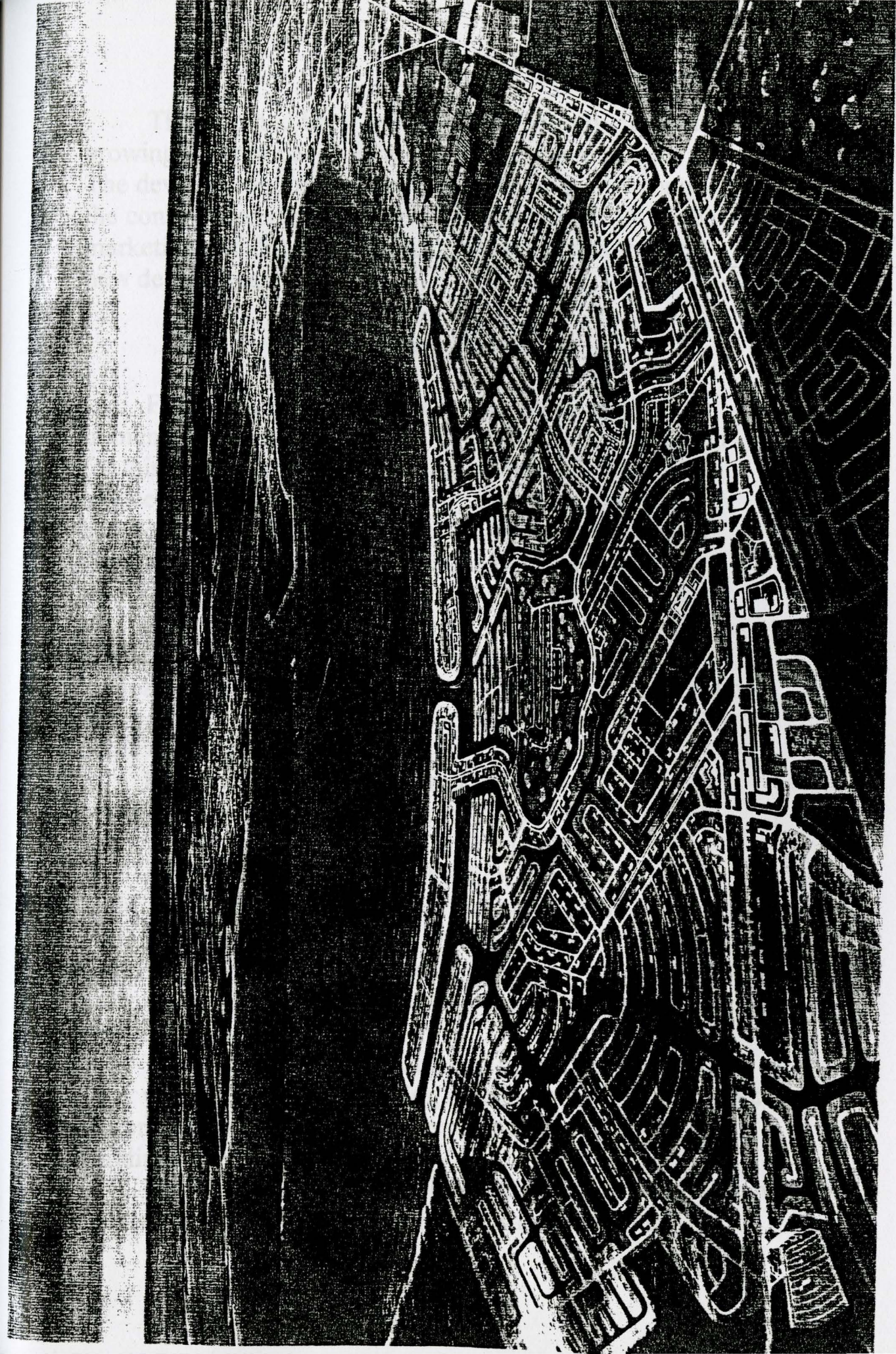
- 23 South Marina
- 24 Garden Apartments
- 25 Flamingo Drive
- 26 School sites
- 27 Community centers and playgrounds
- 28 Drive-in theater
- 29 To amusement park, 2 miles
- 30 To present elementary school, 3 miles
- 31 To present high school, 1 1/2 miles
- 32 Water plant
- 33 Church sites

- 34 Proposed recreation center:  
bowling, restaurant
- 35 Hotel-Motel Boulevard
- 36 The Beach House — Hotel
- 37 Light industry and commercial zoning
- 38 Future development
- 39 To Tampa, 12 miles; St. Petersburg, 20 miles
- 40 Proposed Medical Center and Hospital
- 41 Jamaica Island Yacht Club
- 42 Flamingo Park



Actual aerial photograph of Apollo Beach as of Oct., 1960





FLORIDA'S MOST EXCITING WATERFRONT COMMUNITY

# apollo beach

A Division of the Fiera S.A. Corporation  
12 MILES SOUTH OF TAMPA, BEACHES, MARINA, AND MORE

Model is illustrative. All figures are approximate and subject to change.



The area had been booming with activity, with sales growing in rapid pace. Fifty one houses were started. The development of what he called Jamaica Isle along with the constructions of roads, and other facilities. All of the marketing and the air strip was a great success for the new development.

#### Year Late 1959

Francis Corr's health began to fail him. With the tremendous pressures of building and the capital required for this project, all was beginning to take toll. With the advice of his doctor and his family it seemed that Corr had no alternative but to bow out of his commitment. He now was in the process of finding a buyer who would vow to carry on the development as planned.

Corr had come from the east coast of Florida and it was there that he found a Miami based development company working under the name of Flora Sun Corporation. The person to head up this corporation was a man by the name of William Cahn.

In March 1959 a final contract was negotiated, between Corr and Flora Sun Corporation, and after two and a half years of efforts the Corr family left.

After five months under the direction of William Cahn, Mr. Corr had not received one penny from the Flora Sun Corporation. This corporation was practicing dishonest tactics. High pressured salesmen were hired to force people to buy lots and acreage, and these people had little ability to pay for them.

The Flora Sun Corporation had taken over..... They were moving along adding an addition of a small shopping center, still located on U.S. 41, now known as the 101 building.

The Jamaica Isle Yacht Club, which is now the Dolphin House. The water tower that still stands and was rededicated



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this year, was built by Flora Sun Corporation. They built more streets, and finished more homes, but through all of this , no payments were made to Mr. Corr.

Francis Corr immediately contacted his attorneys and began a foreclosure proceedings against the Flora Sun Corporation.

It was in a matter of weeks, that Flora Sun Corporation was forced to file bankruptcy and the development went under the protection of the U.S. District Court in Miami. as a Chapter 10.

As it turned out, Francis Corr , to protect his interest, had to foreclose against about 3,500 defendants. It was people who had invested life savings in this property. Many banks and lending companies all over the country were involved.

As the complexity of this type of proceedings it was targeted as the largest ever in the state of Florida.

According to the Dickmans, Cahn was to put a \$50,000 cash security and \$350,000 down on a \$2,000,000 mill Under Flora Sun Corp. Apollo Beach became bankrupt with Corr repossessing the property, but it was Dickman who was holding the first mortgage on the entire acreage.

On the brighter side it was the beginning of the Apollo Beach Woman's Club who started their annual Beauty Pageant and Teen Dances.

### Year 1961

The case against the Flora Sun Corp. continued in the courts, and in the mean time, homes were being sold by Dickman Realty, who owned all of the first mortgages.

Captain Joseph Ortiz had retired from the army and was working with the law enforcement in Tampa. He came to Apollo Beach , forty six years ago and rented a furnished house on Frandor Place. The only name of his landlord that he knew was " Catfish ".

Later he and his wife Rebecca, "Becky" purchased a home on Fairfax Lane the address was 528, with \$200.00





First A.G. Apple Home  
Lake Sunrise The Ortiz's



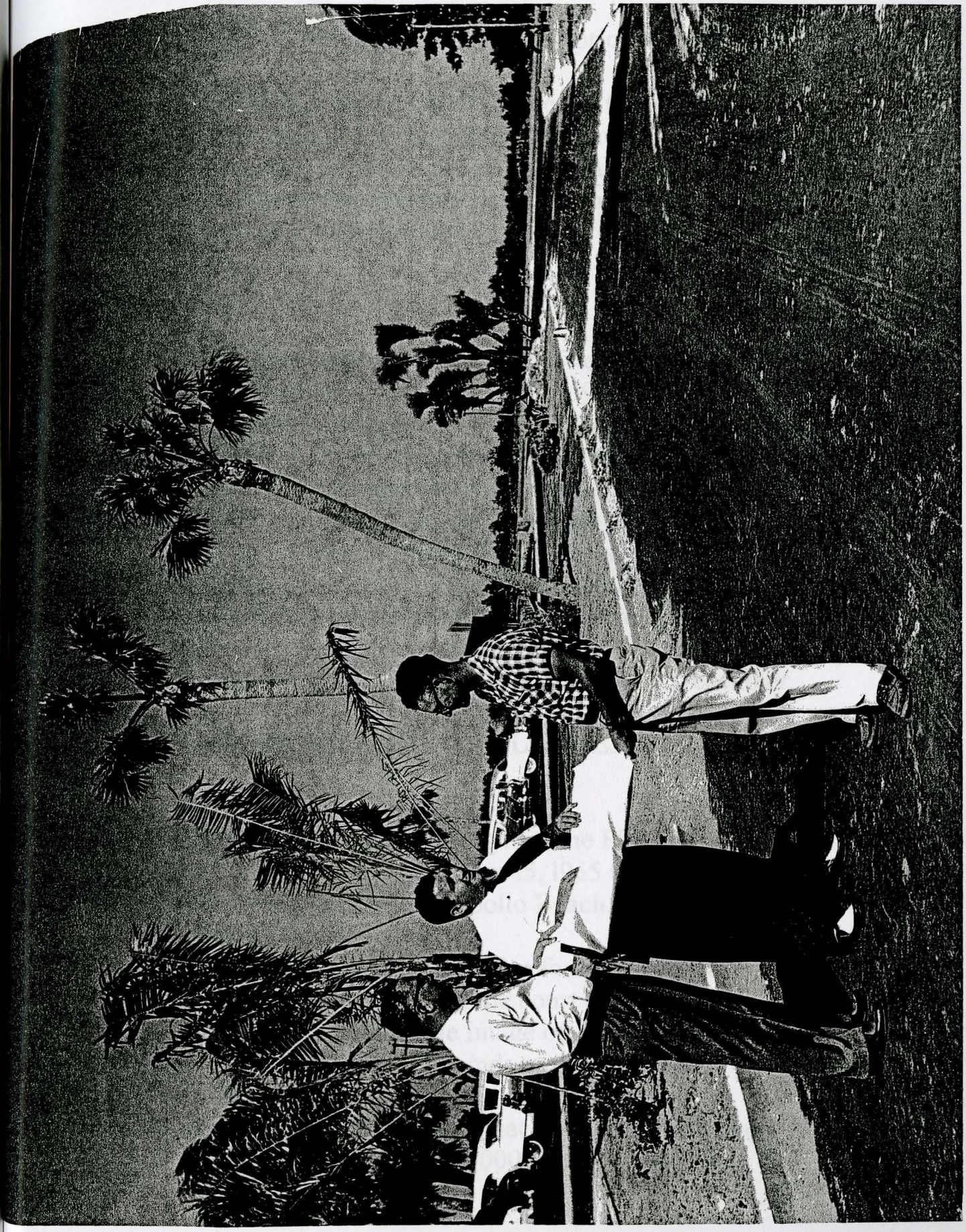
1971 First A.G. Apple home sold  
in Apollo Beach Becky and Joe Ortiz  
With Wendell Smith, Dickman Reality





Francis "Jake" Corr (L) in a planning session





Francis "Jake" Corr (L) and associates on Flamingo Drive and 41



down and \$95.00 a month. Full purchase price was \$12,500 dollars.

The neighbors along Fairfax Lane got together and put in the first street light. They contacted Tampa Electric and all of them paid a part of the yearly bill that totaled fifty dollars. There was one only light, but they had a street light in their neighborhood.

1961

Apollo Beach gets its' first church. The First Baptist church of Apollo Beach was organized in 1961 under the leadership of Frank Haggeman. The small congregation met in a home, then later in the rescue squad house, which was later Maddox Private School. Rev. Haggeman pastored for two years then Rev. Melvin Nelson took over, for a year, then they were a church without a pastor. Pastor Groves came and preached on Sundays living in Pinellas County. In 1966 Pastor Groves became the full time pastor. 1970 the church broke ground for a permanent building on Flamingo Drive. The church was gutted by fire in August 1976, then restored in December 1976.

#### CORR RECLAIMS APOLLO BEACH

1965

Proceedings started in 1959 against the Flora Sun Corp. which continued until October 15, 1965 the day Francis Corr reacquired title to Apollo Beach, he then returned to Florida.

What an undertaking it was, after four and one half long years of neglect due to all of the court proceedings. How was he going to change the image of Apollo Beach... which had been instilled in the minds of the public during all of the years of litigation.

It was hard to believe that in that short length of time Flora Sun Corp. had stolen \$8000,000 from the investors.



The Florida and Federal Exchange commissions indicted and convicted William Cahn and all 32 corporations and developers which were in operation in Apollo Beach. Mr. Cahn and six of his officers received jail sentences.

Now Dickman owned all first mortgages and had 100% mortgage on the property. When Coor sold a tract of land , Dickman would then release a mortgage.

Dickman had his entire office covered with papers and mortgages on Apollo Beach. The plan covered even the walls and some mortgages on the floor.

At that time he predicted that it would take thirty years for Apollo Beach to come back to life.

#### APOLLO BEACH BLVD.

completed in 1967

Viewing the project as it was now, Corr gave much thought into how to get out of this situation of bad publicity that had occurred during the years of the long court procedures.

What would be his first priority.....to finish Apollo Blvd. because it would pave the way to the beach.

Corr, the unique business man, that he was, secured a franchise for a Holiday Inn, to be built on the land-filled beach that he made. With a straight shot from Highway 41, to Tampa Bay , he had a great selling point.

The sales office was built on the corner of Highway 41 and Flamingo Dr. (Later years the building was tabbed as 101 building)

In this time period Francis Corr past away and his sons, known as the Corr brothers, Jerome,{Jerry} age 34, Thomas 32,and George 28 arrived in Florida from Lansing Mich. to take over the operation. Corr's formed the Frandorson Management Company. "The Boys", as they were known were born to their roles as their father Francis Corr was a Lansing Michigan shopping center



developer and was said to be worth 18 million dollars.

This development was the first of its type that had ever been attempted on the west coast of Florida. The

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Before his arrival in 1974, Charles Tea, was a top

executive with an insurance company in Atlanta and had

written the bonds for a contractor in South Carolina who was

dredging the canals in Apollo Beach. This was at the

time of the Flora Sun Corp. As they went bankrupt

this man took his pay in real estate.

Tea decided to retire and come to Florida. Traveling

the east and west coasts of Florida, Tea decided to settle



Dean and Charles Tea 80's



developer and was said to be worth 18 million dollars.

This development was the first of its type that had ever been attempted on the west coast of Florida. The plan now was to develop the property into finger wedges, with canals and all to have access to Tampa Bay. The idea was sorta a take-off from Ft. Lauderdale on the east coast. The dredges digging the canals would deposit the dirt upon the fingers, making the land of a higher elevation safe, for homes to be built upon.

Planes were arriving on the air strip with eager buyers looking for Florida Paradise.

Cadillacs were everywhere and planning sessions were on every corner. Maps were in demand.

Apollo Beach was advertised as a new waterfront city.

"The Boys", were on the move.

#### Year 1974

#### Charles and Dean Tea

Charles Tea was known, as Mr .Apollo Beach Chamber of Commerce, for the many years he volunteered for the chamber, they had a mixer in his honor in 1998 for his 90 th birthday and those attending didn't bring presents but cash. Enough cash to send Charles Tea to London and Paris to ful-fill his dream.

The trip was made with his oldest son Charles Jr. as his beloved wife Dean had passed on.

Before his arrival in 1974, Charles Tea, was a top executive with an insurance company in Atlanta and had written the bonds for a contractor in South Carolina who was dredging the canals in Apollo Beach. This was at the time of the Flora Sun Corp. As they went bankrupt this man took his pay in real estate.

Tea decided to retire and come to Florida. Traveling the east and west coasts of Florida, Tea decided to settle



on the west coast. When the man that dug the canals, that Tea had written bonds for, found out that Tea was moving to the west coast of Florida. He told Tea to go to Apollo Beach and choose a lot of his choice for the monies that he owed him for the bonds. There choice was on Grand Kayman Way, where soon their home was built.

An interesting story of how the icon of Apollo Beach arrived.

#### Year 1976

With our research, the first Boutique was opened in the old Corr office now known as 101 at the corner of Flamingo and Highway 41, by Captain Ortiz's wife Becky.

#### Year 1978

Growth resumed in Apollo Beach, but slow. Residents formed a group to initiate the first Apollo Beach Day.

#### Year Late 70's-80's

To pep up the growth to Apollo Beach the promotional department did a dynamic job of promoting their concept. The famous one and only Guy Lombardo came in to give a concert and to promote the new Bal Harbour Chateau Condominiums, the first to be built in Hillsborough County.

With many new homes, a Holiday Inn and the new condominiums, it was time to bring a celebrity in to promote the new concept.

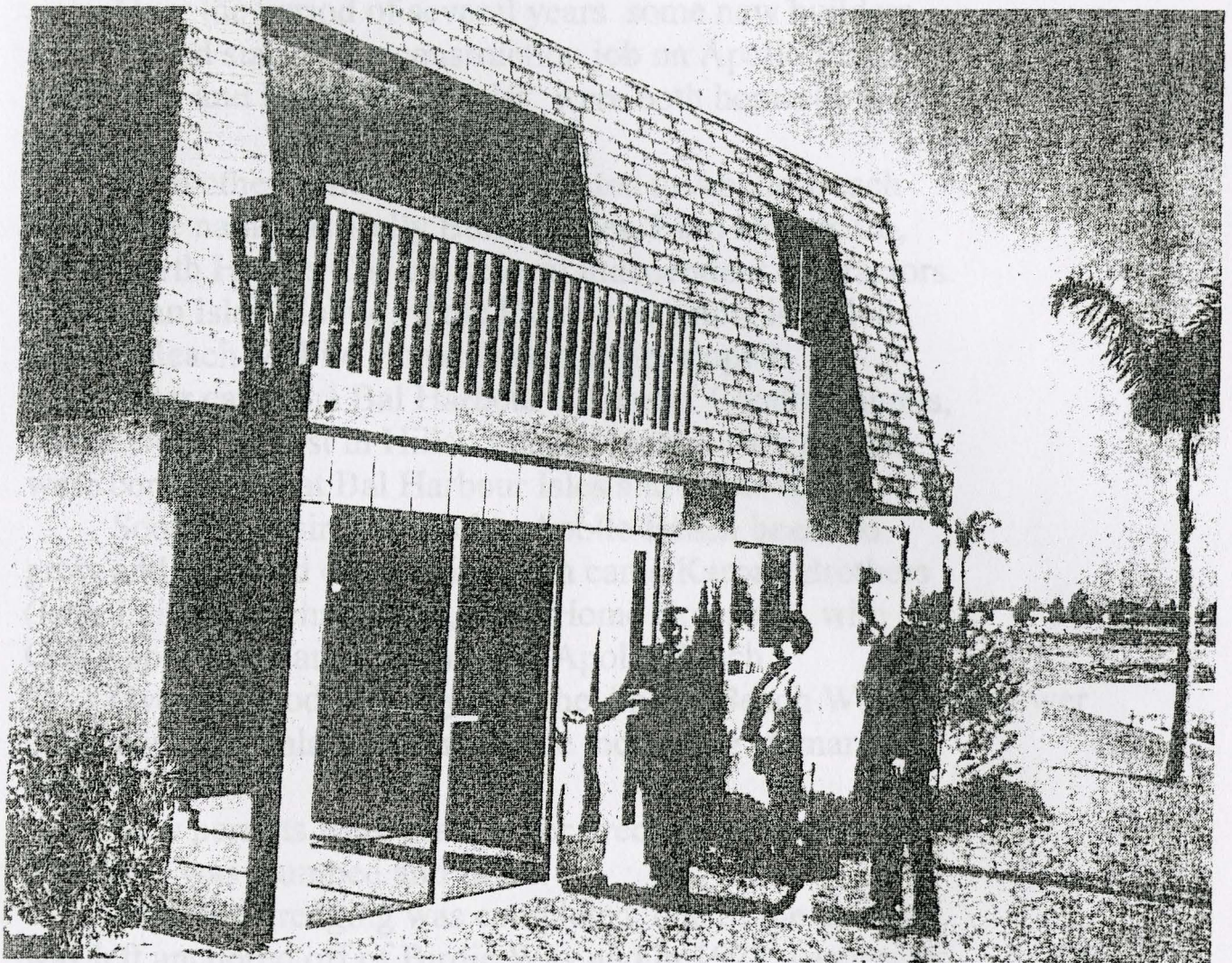
Guy Lombardo arrived in Apollo Beach and the Corr family entertained him with an elaborate party at their home on Highway Forty One , a short distance from Apollo Beach. Becky Ortiz remembers doing the flowers for the



# APOLLO BEACH

dinner.

The last resident in the original Corn home was Charles Nixon, a lawyer. It was sold to a developer, and is now demolished.



Guy Lombardo shows off the new Bal Harbour Chateaux Condominiums

The Apollo Beach Golf Course was renovated and soon Tampa Sailing Squadron arrived.

## Another First for Ortiz

Joe and Becky Ortiz moved into the first G.J. Apple home built on Lake Sunrise, where they still reside. They have a well known son, who works in Apollo Beach. Kent Ortiz, a painter.



dinner.

The last resident in the original Corr home was Charles Mixon, a lawyer. It was sold to a developer, and is now demolished.

Over the period of several years some new builders came in and started a reconstruction job on Apollo Beach. Sabel Key and Bal Harbour Isles were both homesite areas.

Soon other builders were attracted to Apollo Beach with some names as Kelly Built Homes, Euro Homes Co, Wadsworth Homes Co. and several independent contractors. Caribbean Isles Mobile Home Park, which now is called Apollo Beach Mobile Home Park was developed.

Later came the Bal Harbour Chateaux Condominiums, which were the first in Hillsborough County. Home areas were constructed at Bal Harbour Isles and Sabel Key.

Soon the desire to develop Apollo Beach began to grow and attracted other builders. In came Karpay Brothers (later Leisure Technology), Euro Home Company, with G.J. Apple Company moving into Apollo Beach.

Over a period of five years, the Apollo Beach Water and Sewer Company, was enlarged to meet the increasing demand of the builders.

New permits were granted for dredging with almost 500 acres was pumped and filled.

After the dredging was completed, one of the dredges was left anchored off of Birdie Way and in 1978 was totally destroyed by fire.

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## Year 1982

Emergency Squad moved in....

Elementary School was built on Apollo Beach Blvd.

Apollo Beach Golf course reinhabited and renovated

Tampa Sailing Squadron moved in

Big Bend Utility sold to Hillsborough County

## Year 1983

A 14 acre ,20 unit shopping center to be anchored by Eckerd Drugs and Winn-Dixie was approved.

Construction of Symphony Isles on 83 acre man made tract dredged from the bay. This dredging took place many years before in 1958.

## YEAR 1986

ABC Pizza Taken over by Alpha Pizza

Nick Egarhos bought ABC from Pete and Nancy, Levis.

Many,restaurants have come and gone since Nick first opened Alpha Pizza , which is still very popular with tourist still standing in line for Wednesday night specials.

Dancing on the week-ends is a favorite of many.

Two employees have been there since Nick took over and were with the original ABC. This year will be their 26 th year in business in Apollo Beach.Tish and Susie have worked for Nick since his opening. Judy has worked there over fifteen years.

So many changes have taken place around the area where Alpha Pizza is, but for the returning tourist, Nick is still there.

The Family Restaurant has been located at Flamingo and U.S.41 for over twenty years but has had several owners.



## Year 1997

Caribbean Isle resident William Casey was injured in a car accident on Highway 41 in the year 1993. His injuries were extensive. He believed that the accident would not have happened, had there been lights on Highway 41. He soon started his campaign for lights on the highway boarding Apollo Beach.

He contacted District Traffic Operations Engineers, He organized residents to ask for more street lighting, The paper trail, soon began with FDOT.

Finally four years later, he received a call from the highway officials that lights would be installed on U.S. 41, As their study had shown, a need for lights to be installed at Apollo Beach Blvd. and Highway 41.

The project cost \$335,000 from Big Bend Road to Miller Mac Road, to Apollo Beach.

## Through the Years

Paul Dickman passed on, son Lyle took over.

Holiday Inn sold to Ramada Inn

Ramada sold out to developers and was demolished and as the year 2008 is a vacant area, waiting for an ok to develop.

Lyle Dickman died suddenly and the Dickman boys Paul, Ned, and Glenn, took over. They are the grandsons of Paul Dickman.

Home cooked meals could be eaten at a restaurant on Highway 41 in an old white building. It was called Apollo Beach Family Restaurant. It was owned by Marge and Art Bock.

If you wanted a home cooked Southern meal, this was the place to go. Beggins Century 21 Real Estate is located now in the spot where the restaurant was once located.

A large seafood restaurant was built on the southside of Apollo Beach Blvd. It was rustic and had a the usual



seafood menu. It was owned by Lenny St. Martin and was named Saint's Landing. It was a great addition to Apollo Beach and people came from far and near for a great seafood feast, but one early morning this huge building was inflamed in fire and burnt to the ground. It was never rebuilt.

Beverge Castle on Apollo Beach Blvd. became Flip Flops, now owned by Bruce and Rita Davis. Bruce was a Professor at Miami Dade College, a well known world wide, gymnastic instructor.

Circle K, on Apollo Beach Blvd. was built as a Little General Store.

Apollo Beach, "Welcome Station", is now a new building, housing Prudential Real Estate.

Tampa Electric still has their power plant at Apollo and has a Manatee visiting attraction open to the public. Their office building on highway 41 is closed.

The original small shopping center first built is still in action at Flamingo and Highway 41.

Alpha Pizza building sat alone with no neighbors, but is now surrounded by buildings, homes, and condos.

The beaches around Holiday Inn were open to the public, no longer. There is a public beach on the bay several blocks north of the old Holiday Inn.

Winn Dixie moved South Highway 41 and built a new store.

Eckerd Drug built on the corner of Apollo Beach Blvd. and Highway 41. They tore down a Chevron Gas Station owned by Mr. Logan. Eckerd sold to CVS Pharmacy and CVS Pharmacy is there today in 2008.

Publix Super Markets became the anchor of the shopping center where the first Winn Dixie and Eckerd Drug Stores were located. This shopping center has expanded to many new retail stores. An area strip mall has been added. behind the main shopping center.

Apollo Beach was hit with a Real Estate Boom. Times have changed. Francis Coor did not live to see



the boom. His sons did, all but son Tom who passed away.

Condos, new stores, new restaurants, new super markets, new insurance companies, whatever is in business out there is moving to Apollo Beach

On every vacant spot of land is a developer..

The Chamber of Commerce is very active, and has much growth and is an excellent P.R. for Apollo Beach.

The Apollo Beach Woman's Club which has been active for over fifty years . It has grown through the years and is very active in the community. It is known for the many scholarships that are given to High School students. They also help many charitable groups.

A new community in Apollo Beach on a vast acreage was built as Mira Bay. It is located on South Highway 41.

Another addition on Highway 41 called South Shore Falls added to the vast new development of Apollo Beach.

In the year 2008 there is not much if any land now to be sold.

Some tell us that the real estate market has now fallen to a very low sale. If you talk to others, it is down a bit but still good.

Reports across the nation tell us people have over extended themselves and homes are being repossessed.

It looks like our spot in the world called South Shore, and our Apollo Beach is still on the rise, look around you, construction is everywhere.

2008

Tampa Electric South Shore Community Event's Center at Dickman and Noonan Branch Roads opens in Apollo Beach.

Tampa Electric is the donor of this concept.

The 16 th Annual Apollo Beach Manatee Festival of the Arts will be the first to use this center.

More construction continues at Mira Bay with additions



of retail stores with Sweet Bay grocery chain being the anchor store.

Frandonson Management Company survived, with all of Dickman's first mortgages, The Flora Sun Corp., disaster, and slowly they built Apollo Beach. Look at it now, most all land has been sold with buildings being built everywhere.

First Church in Apollo First Baptist  
on Flamingo with a new look

Alpha Pizza  
since 1986





First Church in Apollo First Baptist  
on Flamingo with a new look



Alpha Pizza  
since 1986





Large homes on the bay, once was public beach  
across from old Holiday Inn.



Houses along the one time beach area.





New construction end of Apollo Beach Blvd,  
across from old Holiday Inn.



New Condo's four stories Apollo Beach Blvd.  
with elevators





Original strip mall at Flamingo and 41.  
Corr housed his office here



Entrance to Apollo  
Apollo Blv. 4 lanes  
2007