

University of Tampa Faculty, Staff & Students Executive Summary/White Sheet

Two surveys intended to determine Downtown Tampa business potential were made available to students and faculty/staff of the University of Tampa in November. These studies—each with some unique content, but a substantial number of overlapping questions—collected data from both groups with regard to their current purchasing habits, downtown venue/event attendance and desired changes for implementation. The following is a brief overview to supplement the full data set.

Downtown Tampa Participation

University of Tampa faculty/staff and students consider themselves to be active participants in Bay Area and Downtown Tampa activities. More than three-quarters of faculty/staff (84.2%) and students (75.3%) consider themselves active in Bay Area events and more than two-thirds (67.3%; 68.2%) in Downtown Tampa events. Notice that faculty/staff are slightly more active than students in Bay Area events; the opposite is true of Downtown Tampa events. This suggests a stronger propensity for students (than faculty/staff) to stay closer to the Downtown Tampa area, than travel outside for events. This could be due to a lack of transportation or familiarity with the area, but it is a testament to the presence and contributions of students in the *immediate* area.

General area involvement is supported by a high level of participation in area events. UT students are more likely to be frequent (attended four or more times) participants in Downtown Tampa events than faculty/staff. The top four activities for frequent attendance by both groups include movies, UT activities, happy hour and sporting events.

Area venues are popular with both faculty/staff and student groups. More than half of respondents from both groups visited Channelside Bay Plaza, the Forum and/or The Florida Aquarium in the past year. Students are 55 times more likely than faculty/staff to have visited Channelside four or more times, and 10 times more likely to have visited the Forum four or more times.

Even shopping venues outside of Downtown Tampa and its outskirts receive high visitation from UT faculty/staff and students. 30.9% of faculty/staff members and 19.7% of students shop three or more times a month at one of the Bay Area malls (Baywalk/ Westfield/Citrus Park) outside of Downtown Tampa and its outskirts. 55.9% and 63.6% shop at any mall three or more times a month. This high and frequent participation by both UT groups, especially by students of non-local malls, suggests that such venues, if available even closer to Downtown/the University, could reap some of that shopping share.

While both groups use what is currently available in Downtown, they would use many additional business categories, if they were available/more available in Downtown Tampa. Casual dining and restaurants in general are the top two categories that both UT groups would like to see more of in Downtown Tampa. Faculty/staff would also like to see more book/music stores, coffee shops/cafes and fine dining options. Students would use additional coffee shops/cafes, clothing stores/boutiques and ATMs. The desired categories are a strong reflection of the proximity of residence for the majority of the two groups.

Students and faculty/staff also expressed interest in events and attractions that are in planning stages. The item that both groups expressed the most interest in was waterfront dining. This was followed by an indoor urban shopping mall, outdoor movie nights, upgraded Wi-Fi and an outdoor ice skating rink, for students and a downtown market, indoor urban shopping mall, outdoor art park and outdoor movie nights for faculty/staff.

Expenditures

Both faculty/staff and student groups greatly contribute to the Downtown Tampa economy monthly. 37.7% of faculty/staff members and 48.1% of students buy a drink (alcoholic or non) or a meal at least 4 times a month. Assuming conservative cost estimates for each meal/drink category (coffee-\$3, breakfast \$7, lunch \$10, dinner \$15, drink \$8), those faculty/staff that utilize each category 4 or more times a month contribute a minimum of \$24,336 per month, and students contribute \$291,448 per month. Combined, these two groups contribute \$3,789,408 to these categories yearly in Downtown Tampa.

Students represent a significant force of expendable income. 65.7% of students spend more than \$50 a month in at least one of the following categories: groceries, gas, restaurants, clothing, entertainment, bars/clubs and other retail. Looking at those who spend \$50 a month or more in each of the categories, the total spent monthly reaches \$981,360. Yearly, the expenditure total is nearly \$11.8 million.

Transportation

Faculty and staff expend a significant amount of money on their work commutes. 43.3% have a daily commute of 30-minutes or more. Assuming an average fuel consumption of 20.2 mpg, an average speed of 45 mph, a 5-day workweek and gas at \$2.00 per gallon, that 43.3% spends a combined \$426,700 on gas each year just to commute to the University campus. Those with a 30-minute commute or more represent 323 actual faculty/staff members, meaning the average work commute cost per 30-minute+ commuter is more than \$1,300 per year.

With regard to a variety of transportation topics, faculty/staff and students are relatively satisfied with the majority of topics. More than half of both groups of respondents are somewhat to very satisfied with rental cars, rubber-wheeled trolleys, safe pedestrian travel, the TECOline streetcar and taxis. Lowest satisfaction relates to parking and bicycling

Location of Residence

Students populate the Downtown Tampa and surrounding areas with a greater frequency than faculty/staff, who live throughout mainly Hillsborough County. 68.8% of students live in the core or its surrounding areas. Half rent their current residences and 24.0% live in a family-owned residence; the remainder own. Interestingly, a vast majority (67.5%) are likely to stay in Tampa after graduating. Of this group 74.1% currently rent or live in a family-owned residence, leaving the potential for more than 2,900 graduates looking for residences over the next four years.

Areas that appeal for a primary residence vary between the student and faculty/staff groups. While Hyde Park is the Downtown/outskirt area of choice for both groups, students prefer SoHo and Westshore as second and third choice while faculty/staff prefer Davis Island and the Downtown Core. The top three areas of choice for students are also the top three areas of choice by those likely to stay in the area post-graduation.

Interest in living downtown is high for both groups of respondents. 51.9% of faculty/staff and 61.5% of students have some to great interest in moving to Downtown Tampa in the next five years. In reality, this represents 387 faculty/staff members and 3,567 students.

Employment

Student employment is high, and split relatively equally among the downtown area/outskirts, outside downtown and on the UT campus. 68.9% of students are employed. Close to one-third (31.5%) of those employed are fulltime employees. Of those who work outside of the downtown area, 45.7% are very interested in working at retail businesses that move into Downtown Tampa. This represents a willing workforce of 1,723 who are very interested and another 1,262 who are somewhat interested in the thought of working at a Downtown Tampa retail business.

Demographics

Students		Faculty & Staff	
Gender			
Male	27%	Male	35%
Female	73%	Female	65%
Age			
18 or under	10%	Under 25	4%
19-20	31%	25-34	24%
21-24	40%	35-44	26%
25 or older	20%	45-54	24%
		55+	22%
Employment			
Employed	69%	Employed	100%
Full-time	22%	Full-time	90%
Part-time	47%	Part-time	10%
Household Income			
		Under \$25,000	3%
		\$25,000-\$34,000	10%
		\$35,000-\$49,999	15%
		\$50,000-\$74,999	28%
		\$75,000-\$99,999	15%
		\$100,000 or more	30%
Homeownership			
Own Home	26%	Own Home	75%

- UT faculty/staff and students cannot be viewed as one monolithic group, contributing equally to the Downtown Tampa and surrounding areas.
- There are significant, measurable differences between these groups in terms of age, employment type, income and homeownership.
- Beyond the obvious demographic differences, while there are some similarities in venue, activity, category usage and the overarching desire for improvement in several areas is shared, it is misleading to assume a strong similarity between them.

- The frequency of usage by student groups represents a core population that lives closer to the downtown area than the faculty/staff. They are more likely to seek entertainment, retail and events from this and the surrounding areas.
- The demographics and psychographics of both groups of respondents give rise to the need for unique means of communication to reach and appease the wants and needs of each group.
- Reflecting back upon the results, there are common elements desired by both students and faculty/staff groups. The means by which the requests are addressed differ significantly.
 - A. For example, both groups would like to see waterfront dining appear, but faculty/staff reported more of an interest in fine dining, while students preferred casual.
 - B. Another example, both groups would like to see an indoor urban shopping mall come to the area. The types of stores that fill such a mall could increase or deter visitors from one or both groups if their further individual input is not considered in the implementation of such a project.
- Both groups are pivotal contributors to the current Downtown Tampa, and will continue to be so as the area progresses. Their contributions in terms of expenditures made, knowledge shared and presence at local events and venues, are all vital to the continued success of Downtown Tampa.

Consideration/Next Steps/Thoughts

UT/Downtown Options

Both UT groups play a significant role in downtown. They could play a much broader role in the future IF;

- a. We continue to follow its growth plans then downtown will benefit naturally by actions taken from expansion.
- b. We look at various educational programs beyond what it offers today and utilize certain curriculum that could be beneficial to young wealthy students or faculty looking to have a business close to campus.
- c. Continued Career Placement services taking additional steps to be proactive in its recruitment of downtown businesses participation in hiring student interns and recent graduates. Large employers, law firms, financial firms but could explore smaller businesses that need smart young talent.
- d. We expand our bank funding efforts through the SBA programming to invite boutiques then work towards a larger scale retail projects that are significant in size.
- e. Planned partnership with Downtown Partnership and UT would provide additional labor and support for a city agency with limited staff resources to be more proactive.
- f. Transportation is less of an issue as the proximity provides access. If advancement of the rubber wheeled trolley on campus is possible and alternatively a HOP (electric vehicle) or like kind service provided by the school and promoted could assist in transportation needs.
- g. Incorporate in pre solicitation materials to student families—benefits of being a “Downtown Campus”.

- h. Share market penetration of UT student recruitment efforts with partnership where some collaboration is possible for its own marketing data shared with developers and others attempting to reach residential buyers.
- i. Resident assistance programs of partnerships TampaHiLife.com web site to further advance participation in activities in downtown core.

Partnership/City Considerations

- j. Consideration of additional retail pedestrian friendly corridor being established (Franklin Street reborn).
- k. Review/reduce retail/commercial codes that limit its ability to be retail/business owner startup friendly.
- l. Parking continues to be an issue/complaint with this group that needs some attention or resolution. Does pedestrian and parking have a relationship?