



**TAMPA**  
DOWNTOWN PARTNERSHIP

# DOWNTOWN DOWNLOAD





## Who is the Partnership?

- Founded in 1986
- Private, not-for-profit 501(c)6
- Member companies, organizations and individuals share a common goal of advancing downtown
- Annual contract with City of Tampa to administer Special Services District (SSD)

# What is a SSD?

The Special Services  
District (SSD) is the  
longest operating  
Business  
Improvement  
District in the State  
of Florida

760 acres

220 blocks





# ➤ OUR SERVICES

## PLACEMAKING & PUBLIC SPACE



**CLEAN & SAFE**



## TRANSPORTATION & PLANNING



**MARKETPLACE DEVELOPMENT**



**MARKETING & COMMUNICATIONS**

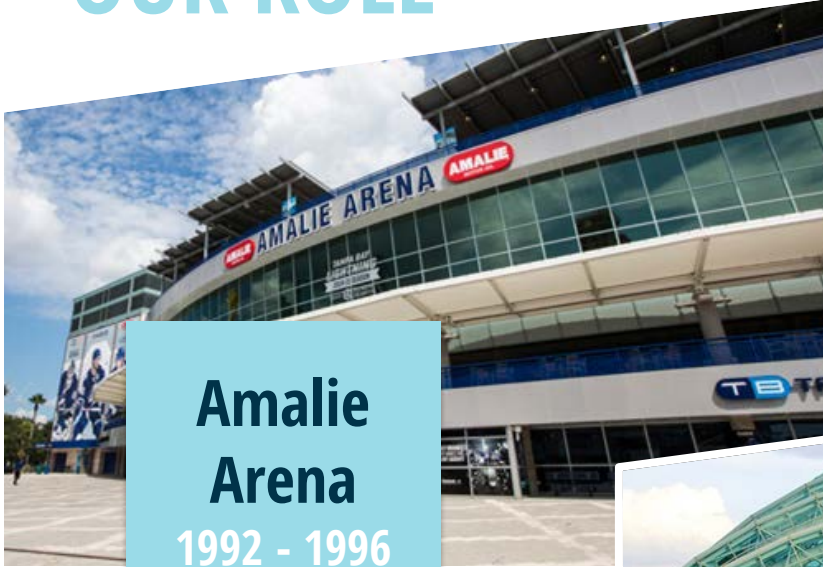
## VISION

*Tampa Downtown Partnership is the leader in fostering a vibrant, diverse 24-hour downtown neighborhood in which to learn, live, work and play.*



# ➤ TDP'S TRANSFORMATIVE PROJECTS

## OUR ROLE



**Amalie  
Arena**

1992 - 1996

**Rampello  
Downtown  
Partnership  
School**

1998 - 2005



**Florida  
Aquarium**

1992 - 1995



**Lykes  
Gaslight  
Park**

1995



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# BE IN THE KNOW

Monday Morning Memo – eNewsletter

Downtown After Hours – eNewsletter

Security, Weather, and Traffic Alerts



**@TampasDowntown**

# GET INVOLVED

Join a committee





# CLEAN AND SAFE

- ④ Directions and information
- ④ Eyes and ears of downtown
- ④ Report needed repairs
- ④ Stranded motorist and bicyclist assistance
- ④ Clean and groom landscape, gutters, and sidewalks

*NEED A GUIDE?*

**CALL 813.267.2220**



# PUBLIC SPACE ACTIVATION

- ⌄ Free Fitness Classes
- ⌄ Do the Local Motion Tours
- ⌄ Mayor's Food Truck Fiesta
- ⌄ Rock the Park Concerts
- ⌄ Winter Village
- ⌄ Fourth Friday
- ⌄ Touring Tampa



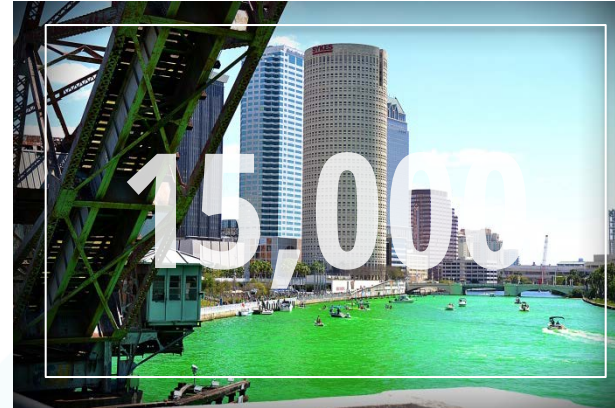
# ➤ EVENTS & ACTIVATIONS



*Mayor's Food Truck Fiesta*



*Rock the Park*



*Mayor's River O'Green*



*Mayor's Mac & Cheese  
Throwdown*



*Free Fitness Classes*



*Winter Village*

\* NUMBERS SHOWN IN ESTIMATED ANNUAL ATTENDANCE

# ➤ PARTNERSHIP EVENTS



## *Downtown Debriefing Series*

A series of lectures about Downtown ideas



## *Member Mixers*

Cocktails & networking in unique Downtown destinations



## *Development Forum*

Learn about the pulse of development Downtown



## *Annual Meeting*

Yearly update & celebration of the Partnership



## *Urban Excellence Awards*

Awards given to the best of the best in Downtown



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# *LET'S TALK ABOUT DOWNTOWN*



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# ➤ DOWNTOWN QUICK FACTS



8,100+

*Residents in the  
District*

44,400+

*Residents within  
3 miles*



9 Schools



12,000  
Total  
Students



16  
Hotels

400

Bike  
Share  
Bikes



6,000,000+

Commercial  
Sq. Ft.



Grocery /  
Specialty  
Foods



180+

Dining Options

Movie Theatres:

1

Churches:

10

Medical Offices:

21

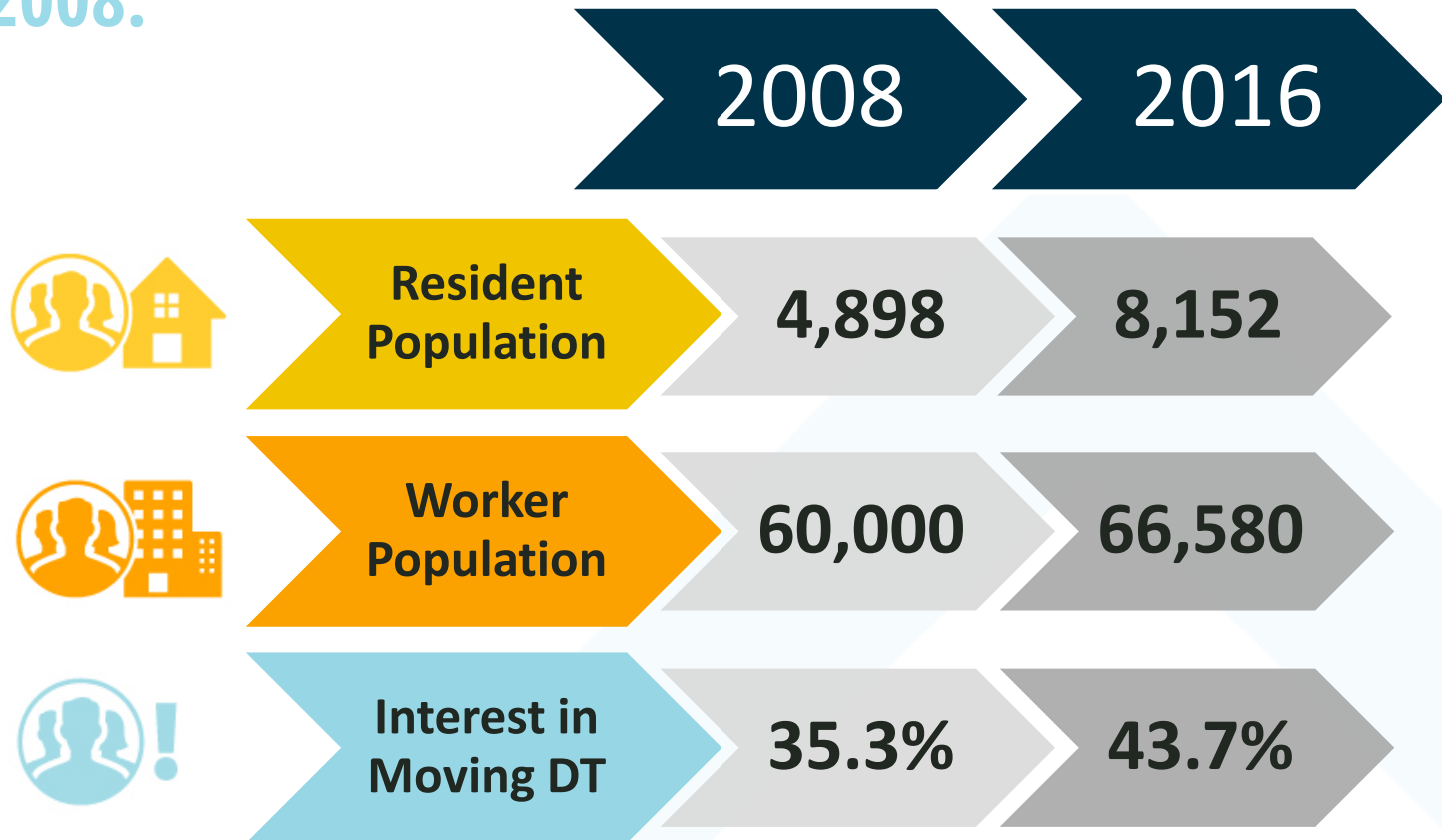
Pet Services

2



# WHO LIVES AND WORKS DOWNTOWN?

The Downtown Tampa of 2016 is far different than 2008.



# GENERATIONAL COHORTS



## Residents

2008

2016

40%

25%

**Under 35**  
*Millennial, iGen, Gen Z*

39%

46%

**35-54**  
*Generation X*

21%

29%

**55+**  
*Boomers, Silent Generation*



## Workers

2008

2016

26%

20%

56%

53%

18%

27%



# ➤ DOWNTOWN LIFESTYLE

140+

Restaurants/Bars

70+

Service &  
Amenities

35+

Retailers



# ➤ GETTING AROUND

Coast Bike Share  
In-Towner Trolley  
Pirate Water Taxi  
Biking

Taxis– Short Ride Zone  
ZipCar Car Share  
TECOLine Streetcar  
Walking





# › DOWNTOWNER



Private Public Partnership

Free Ride Service w/in SSD

Hail via App

M – F 6am – 11pm

S – S 11am – 11pm



# › COMMUTING & PARKING



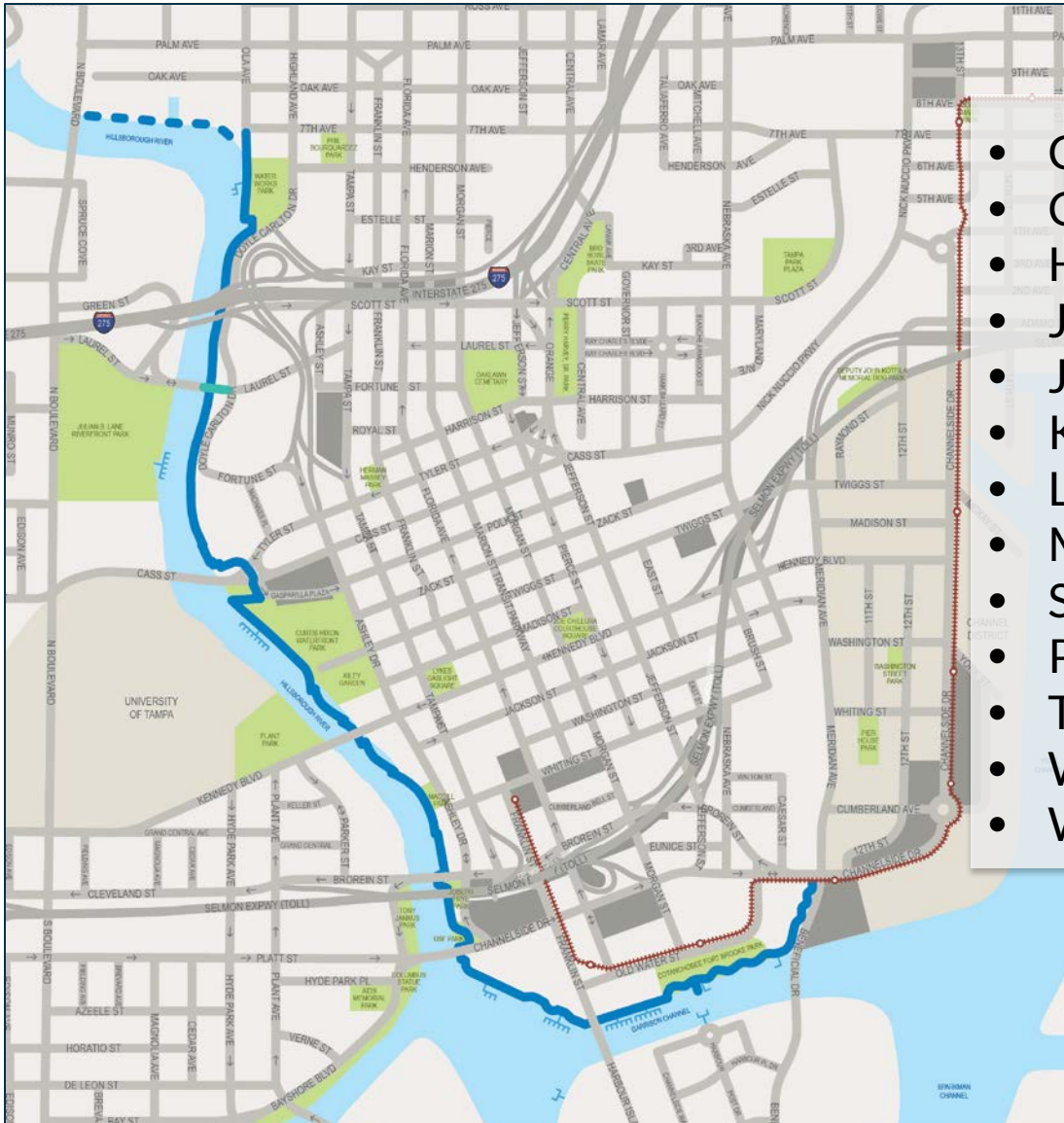
**OneBusAway** » *Tampa*





# DOWNTOWN PARKS

## *IN GREEN*



- Contanchobee Ft. Brooke Park
- Curtis Hixon Waterfront Park
- Herman Massey Park
- Joe Chillura Courthouse Square
- Julian B. Lane Riverfront Park
- Kiley Garden
- Lykes Gaslight Square Park
- MacDill Park
- Snow Park
- Perry Harvey Sr. Park
- Tampa Riverwalk
- Washington Street Park
- Water Works Park





*DID YOU KNOW?*

Connect with Ybor via the  
Selmon Greenway

## The Tampa Riverwalk







*DID YOU KNOW?*

There are over 10 new murals across Downtown!



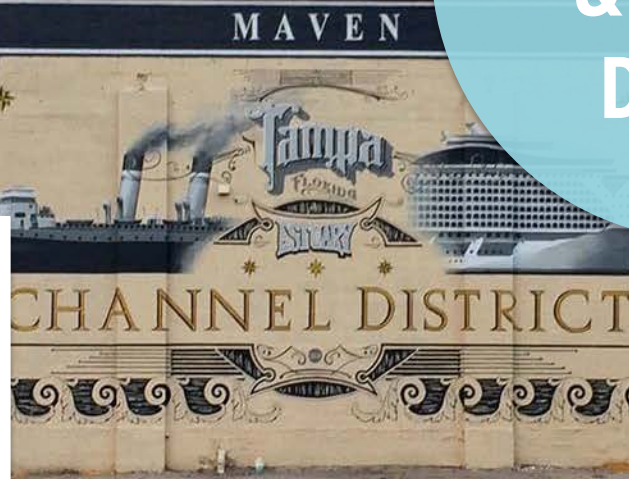




## Beautification & Urban Design

### ***DID YOU KNOW?***

TDP grants between  
\$2,500 - \$5,000 for art  
murals, sidewalk cafes, &  
other improvements!





# ➤ ARTS & CULTURE VENUES



Tampa Museum of Art



STRAZ CENTER



Welcome  
To The Show

THE FLORIDA  
AQUARIUM



HENRY B. PLANT  
MUSEUM



Florida Museum of  
Photographic Arts

Glazer  
Children's  
Museum



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# › SPORTS



# 2017

**NATIONAL CHAMPIONSHIP**

JANUARY 9 | TAMPA BAY





# *WHAT'S NEXT?*



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# INVISION:

## TAMPA STREETCAR

TRANSFORMING TAMPA'S TRANSIT

Extension and  
Modernization:

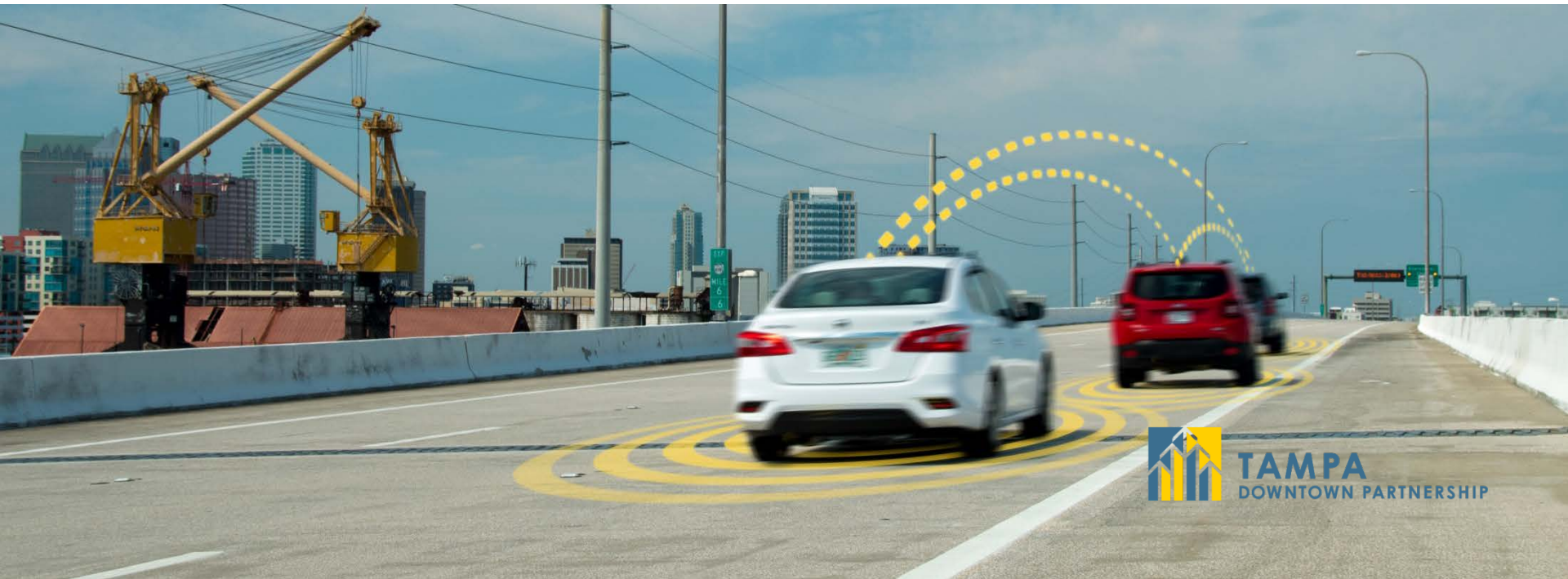
- Purpose and Need
- Funding Strategy
- A/V integration





# AUTONOMOUS FUTURE?

- THEA Connected Vehicle Contract
- HART Autonomous Vehicle Shuttle
- Smart Cities Applications





## Open

1. Perry Harvey Sr. Park (March 2016)
2. Franklin Manor (Aug. 2016)
3. 500 Harbour Island (Jan. 2017)
4. The Aurora (Feb. 2017)
5. The Fitzgerald (June 2017)
6. Deputy Kotfila Memorial Dog Park (June 2017)
7. Nine15 (Nov. 2017)
8. The Pearl (Feb. 2018)
9. Armature Works (Feb. 2018)

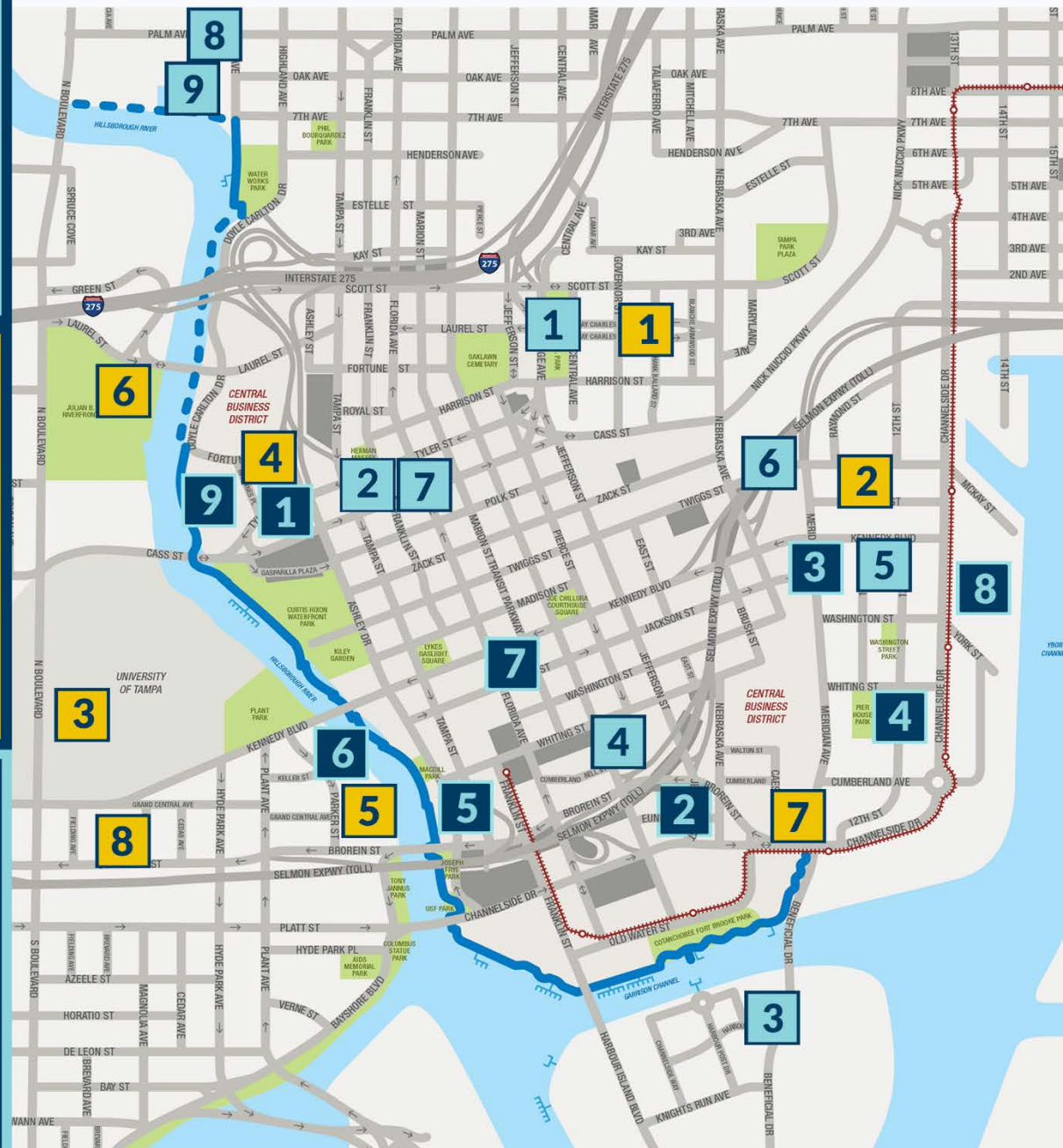
## Under Construction

1. Encore - Tempo (Est. 2018)
2. The Channel Club/Publix (Est. 4th qtr. 2018)
3. University of Tampa Graduate & Health Studies Building (Est. Fall 2018)
4. Novel Riverwalk (Est. Late 2018)
5. Manor Riverwalk (Est. 1st qtr. 2019)
6. Riverfront Park (Est. May 2018)
7. USF Health Morsani College of Medicine and Heart Institute (Est. 2020)
8. Altis Grand Central (n/a)

## Proposed/Planned

1. AER
2. Water Street Tampa
3. Hampton Inn & Home 2 Suites by Hilton
4. Del Villar
5. Riverwalk Tower
6. Lafayette Place
7. Hyatt Centric
8. Port Tampa Bay Vision Plan
9. The Straz Center Vision Plan

## DOWNTOWN TAMPA FLORIDA





An aerial photograph of the Tampa skyline at sunset. The sky is a mix of orange, yellow, and blue. The city is filled with various buildings, some of which are illuminated. In the foreground, a large blue circle is superimposed on the image. In the bottom right corner, there is a logo for the Tampa Downtown Partnership.

*DID YOU KNOW?*

The **USF Morsani College of Medicine** will be the first new building in the Water Street development

Water Street  
Tampa



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## *DID YOU KNOW?*

Secret's out! The proposed site for the new Tampa Bay Rays stadium is just to the north.

## Port Tampa Bay Vision Plan



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*DID YOU KNOW?*

The newly redesigned  
Riverfront Park will be  
open May 2018!

## West River Master Plan



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## *DID YOU KNOW?*

TDP is in final planning stages to expand the SSD into Tampa Heights!

# The Heights Master Plan



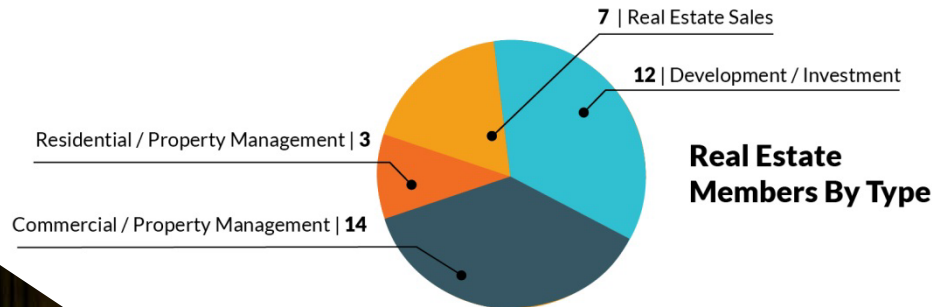
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# ➤ BECOME A MEMBER

*Our Members represent over 30 Industries*

**Largest Industry Type = Real Estate**



## *Why Membership?*

- Access to Information and People
- Your Voice is Heard on Key Issues
- Your Staff Receives Benefits
- Special Invitations and Discounts



**DOWNTOWN IS HAPPENING**

*Get Out & Enjoy It!*

**THANK YOU**

813.221.3686

[TampasDowntown.com](http://TampasDowntown.com)

