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TAMPA
DOWNTOWN PARTNERSHIP

22ND ANNUAL **DOWNTOWN** DEVELOPMENT FORUM

March 23, 2018

Tampa Convention Center

INNOVATION DRIVING CHANGE

TampasDowntown.com



Welcome

Chairman's Remarks

Mickey Jacob, FAIA, NCARB, BDG Architects >> @MJFAIA89, @BDGarchitects

Welcome to Tampa Downtown Partnership's 22nd Annual Downtown Development Forum. The theme for this year's program is "Innovation Driving Change." Our downtown is facing creative, dynamic, and market-driven disruptions to how we live, work, and play that will determine the cultural, environmental, and business development of the urban core for generations to come. Never before has Tampa's Downtown been presented with such diverse and unique challenges that will force the business community to think further into the future than ever before.

Disruptive issues including transportation, parking, education, business, urban design and innovation development will be explored by our expert presenters. They will offer their views on the implementation of solutions to turn these challenges into effective and thoughtful action. We must be prepared to streamline, collaborate, listen and lead this process. This is our chance to redefine our roles as leaders and to take charge of shaping a relevant future for Tampa that will benefit the quality of life for the entire community. It is our responsibility to set the goals that will build our city into the place where everyone desires to be. Who better than the downtown business community to provide the leadership in promoting this vision and building the trust necessary through participation and collaboration to achieve these goals? I am very excited about the opportunities in front of us. Thank you for being a part of that discussion.



Mickey Jacob, FAIA

2017/2018 Chair - Tampa Downtown Partnership



Mayor's Welcome

Mayor Bob Buckhorn, City of Tampa >> @BobBuckhorn, @CityofTampa

About the Partnership

Tampa Downtown Partnership fosters Tampa's vibrant and diverse multi-use downtown neighborhoods and plays a key role in creating a 24-hour urban center where people can learn, live, work, and play. Together, we strive to improve the collective downtown community, to be an active conduit of information and resources, to promote a shared vision for Tampa's Downtown, and create and implement the plans that support that vision.



Monday Morning Memo is a weekly update of "insider downtown information" regarding developments, transportation, special opportunities and other useful information to help you make the most of downtown.



Downtown After Hours is a weekly arts and entertainment guide to help you plan your upcoming weekend. Published every Thursday, it provides information on outdoor events, museum exhibits, live performances, movies and more!



Events: Tampa Downtown Partnership hosts a variety of educational and networking events throughout the year on important downtown topics.



Downtown Tampa Urban Insiders are people who live, work, and play in our urban core. They are people who are in the know, who tell their story so you can learn the many experiences Downtown has to offer. Are you an Urban Insider? Share your story! **#UrbanInsiderTPA**



*Learn more at:
TampasDowntown.com*

Agenda

8:00 am Welcome and Announcements
Mickey Jacob, BDG Architects
Ernest Hooper, Tampa Bay Times
Mayor Bob Buckhorn, City of Tampa

8:15 am The Importance of Leadership in the Business Community
From regional transportation to relocating a baseball stadium and many other issues, our panel will discuss the role of their organizations and the efforts in place to collaborate for thoughtful, informed and meaningful action that will produce the best possible outcomes.
Steve Bernstein, Greater Tampa Chamber of Commerce
Rick Homans, Tampa Bay Partnership
Mickey Jacob, Tampa Downtown Partnership
Craig J. Richard, Tampa Hillsborough EDC
Moderated by: Ernest Hooper, Tampa Bay Times

8:55 am USF Health Morsani College Of Medicine and Heart Institute Spotlight
USF's new College of Medicine in Water Street Tampa is changing the dynamics of the Channel District with its new and innovative facility. In this presentation, hear about the impact this project will have on education, urban planning, transportation and student/faculty lifestyle.
Charles J. Lockwood, MD, MHCM, USF Health

9:10 am Higher Education in Downtown
Tampa Preparatory School ("Tampa Prep") plays a key role as a "middle and upper school" facility closely connected to the community while being in a unique urban core campus. This presentation will showcase the challenges, successes, operational issues and plans through the eyes of the Tampa Prep Head of School.
Kevin Plummer, Tampa Preparatory School

9:20 am UT Development Spotlight
The University of Tampa (UT) is an influential institution with enormous effect on the Downtown experience. It's growth in academic programs is matched by the physical expansion of the campus and its interaction with surrounding neighborhoods. The University of Tampa President will provide an update on the impact that UT has on our active and vibrant Downtown.
Ronald L. Vaughn, Ph.D., University of Tampa

9:35 am Sustainability Panel Discussion
The development of the built environment continues to evolve to be more efficient and responsible, while having to be responsive to the specific needs of users. Our panel will explore the various aspects of these sustainability strategies and how they are planned, implemented, and measured.
Stephen Koontz, Tampa Bay Trane
Lisa Marier, Strategic Property Partners
Taylor Ralph, REAL Building Consultants
Moderated by: Alexis Muellner, Tampa Bay Business Journal

10:15 am Refreshment Break

10:30 am Real Estate Industry Updates.
Commercial Office: Larry Richey, Cushman & Wakefield
Observations on who is moving in and out of downtown, and why.
Residential Development: Dave Traynor, Smith & Associates Real Estate
What's hot, what's been done, what's coming, and who is choosing to live in Tampa's urban core.

11:00 am Future Trends in Business – Incubating Disruptive Innovation
Downtown has a variety of institutions and people who are in the forefront of incubating, financing, and supporting new enterprises that will disrupt business culture. Explore with our panel the opportunities for this start-up strategy and the potential impact these new companies will have on the future prosperity of Tampa.
Kirk Rabius, AECOM Building and Places
Bob Rohrlack, Greater Tampa Chamber of Commerce
Alex Sink, Tampa Bay Wave
Moderated by: Michael English, The Dikman Co.

11:50am Closing Remarks

The Importance of Leadership in the Business Community

Moderator

Ernest Hooper, Tampa Bay Times >> @Hoop4You



Greater Tampa Chamber of Commerce **Chairman Steve Bernstein, Fisher Phillips >> @Labor_Attorneys**

Steve Bernstein is a partner in Fisher Phillips' Tampa office. Steve maintains a traditional labor practice in which he represents employers in both state and federal courts, as well as before the National Labor Relations Board (NLRB), the U.S. Department of Labor (DOL), the Equal Employment Opportunity Commission (EEOC), and other state and federal agencies. Previously, Steve worked for the International Brotherhood of Teamsters and with the Minority Staff of the U.S. Senate Labor Committee.

Tampa Bay Partnership **Rick Homans, President and CEO**

Rick Homans assumed the position of President and CEO of the Tampa Bay Partnership in November 2015. Before joining the Partnership, Homans served as President and CEO of the Tampa Hillsborough Economic Development Corporation. For nearly four years, Homans led the EDC through record-setting job growth and capital investment and secured increases in private investment and investor engagement. A native of Boston, Homans spent 32 years living in New Mexico, where he served in the cabinet of Governor Bill Richardson, as Secretary of Economic Development and subsequently as Secretary of Taxation and Revenue. Prior to his government service, Homans served as president of a New Mexico-based publishing group that owned city magazines in Albuquerque and Santa Fe.



Tampa Downtown Partnership **Chairman Mickey Jacob, FAIA, NCARB, BDG Architects >> @MJFAIA89**

Mickey Jacob, FAIA, a founding principal with Urban Studio Architects before joining BDG Architects in 2013, has been practicing architecture in Tampa, Florida for 35 years. He has worked on a variety of project types, focusing on interior architecture, concept planning, office building design consultation, and hospitality design. Mickey is responsible for the firm's strategic direction to create visibility in the marketplace and community while promoting the value of design. He also directs design concepts on specific projects and leads the firm's client relations activities. Mickey's commitment to leadership is the driving force in his extensive participation in the American Institute of Architects, including serving as the 2013 AIA National President, while dedicating efforts to improving the quality of life in the community by serving on the board of the Tampa Chamber of Commerce and as Chair of the Tampa Downtown Partnership.



Tampa Hillsborough Economic Development Corporation (EDC) **Craig J. Richard, CECD, FM, President & CEO >> @TampaEDC**

Craig J. Richard is President and CEO of the Tampa Hillsborough Economic Development Corporation (EDC), and is a certified economic developer with over two decades of economic development experience in fast-growing markets such as Atlanta, Houston and Dallas. He is a collaborative leader with strengths in marketing, business development, entrepreneurial development, workforce development, global commerce, strategic planning, and managing talented teams to achieve desired results. Career highlights include more than 236 successful projects representing more than 151,000 jobs and \$8.45 billion in capital investment. Prior to assuming the leadership role of the Tampa Hillsborough EDC, Craig served as President and CEO of Invest Atlanta, the City of Atlanta's official economic development authority, President and CEO of Greater Louisville Inc. and as Chief Economic Development Officer for the Greater Houston Partnership.



**Follow along on Twitter @TampasDowntown
for shareable "Key Takeaways" from this panel discussion**

USF School of Medicine Development Spotlight

Charles J. Lockwood, MD, MHCM

Sr. VP USF Health, Dean of USF Health Morsani College of Medicine >> @USFHealth

Charles J. Lockwood, MD, MHCM, is the senior vice president of USF Health, dean of the USF Health Morsani College of Medicine and professor of Obstetrics & Gynecology (Ob/Gyn) and Public Health. Previously, he served as dean of the College of Medicine and vice president for Health Sciences at The Ohio State University, and chaired the Departments of Obstetrics & Gynecology at Yale and New York University.

Dr. Lockwood was named one of Tampa Bay Business Journal's 2016 Power 100 Most Influential Leaders and has been cited on national "Best Doctors" lists for over two decades. He is magna cum laude graduate of Brown University, earned his medical degree from the University of Pennsylvania, and his Master of Science in Health Care Management from the Harvard School of Public Health. He completed his obstetrics & gynecology residency at Pennsylvania Hospital and a maternal-fetal medicine fellowship at Yale.



Higher Education in Downtown



Kevin Plummer

Head of School, Tampa Preparatory School >> @TPPlummer

Kevin became the seventh Head of Tampa Preparatory School in July 2007. Kevin's roots go deeply into the Tampa community where he serves as the Vice Chairman of the Tampa Downtown Partnership, Board of Directors of Friends of the Riverwalk, Moffitt Hospital Board of Directors, and the Creative Tampa Bay Board and has been a trustee for the George Steinbrenner Boys and Girls Club. Kevin also proudly serves as Vice President of the Florida Council of Independent Schools and is the Chair for The Enrollment Management Association.

UT Development Spotlight

Ronald L. Vaughn, Ph.D.

President, University of Tampa >> @UofTampa

Dr. Vaughn became President of UT in January 1995 and has served in many positions since first joining UT in 1984 as the Coordinator of the Marketing Department and holder of the Max H. Hollingsworth Endowed Chair of American Enterprise. Dr. Vaughn's leadership has brought the University into a period of growth and expansion unlike any in its 85-year history. University enrollments have quadrupled, the University's annual budget has increased by almost ten times, and over 500 new faculty, staff, and vendor-contracted positions have been added during his 22-year tenure. Since 1997 UT's campus has been totally transformed by 40 completed construction projects totaling \$530 million in value. In addition to spearheading the expansion, President Vaughn has acquired more community-based financial support than any UT President before him, raising close to \$240 million for a comprehensive capital campaign.



Sustainability Panel Discussion

Moderator

Alexis Muellner, Tampa Bay Business Journal >> @AlexisTBBJ

Stephen Koontz

Tampa Bay Trane >> @Trane

Stephen Koontz is responsible for leading Tampa Bay Trane's Energy Services & Contracting business. His team identifies, develops and implements building retrofits and operational changes that help owners achieve green, high performance buildings. Since joining Tampa Bay Trane in 1997, Mr. Koontz has implemented more than \$150 Million in energy savings projects. These projects are saving our clients more than \$10 Million every year. He has authored several papers on energy efficiency and is a sought after speaker for local civic and professional organizations. He holds a Bachelor of Science in Mechanical Engineering from the University of Florida and an MBA from the University of Tampa.



Lisa Marier

Strategic Property Partners >> @WaterStTampa



Lisa Marier joined Strategic Property Partners in March 2016 as Executive Vice President and Director of Development & Operations where she manages entitlements, design, construction, tenant improvements, leasing, and asset management strategy for the office development portfolio. Prior to SPP, Ms. Marier was the Senior Vice President of Development at Vornado/Charles E. Smith in Arlington, V.A. and the Executive Development Officer of the JBG Companies in Washington, D.C., where she was directly responsible for 2.8 million square feet of completed and active development projects. She holds a Bachelor of Arts degree from Georgetown University and has 30 years of experience in the industry.

Taylor Ralph

REAL Building Consultants >> @AtRalph, @RealBldgConsult

Taylor Ralph is the Founder and President of REAL Building Consultants, LLC—a decade-old firm that specializes in helping clients develop responsible, efficient and healthy buildings for building owners, developers, and design/build teams. He is the current ULI Tampa Bay Sustainability Committee Chair, Chair of USGBC Florida Gulf Coast, and Board Member of USGBC Florida and Gasparilla Music Festival. He is also a proud member of the University of Tampa Board of Fellows.



**Follow along on Twitter @TampasDowntown
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Real Estate Industry Updates

Commercial Office

Larry Richey, Cushman & Wakefield >> @CushWakeTampa

Larry D. Richey is Managing Principal and Florida Market Leader for Cushman & Wakefield's Florida offices. In that position, he is responsible for the company's offices in Orlando, Tampa, Jacksonville, Miami, West Palm Beach, Boca Raton and Ft. Lauderdale. Before joining Cushman & Wakefield 36 years ago, Mr. Richey was a Certified Public Accountant with the accounting firm of Coopers & Lybrand in Atlanta. He is also an attorney and a member of the Georgia Bar. The Florida offices of C&W consistently rank at the top of the competitive commercial real estate services industry in their respective markets. The company also manages and leases a forty seven million square foot office, industrial, and retail portfolio in the state.



Residential Development

Dave Traynor, Smith & Associates Real Estate >> @Smith_Associate



Dave Traynor oversees the Developer Services Division at Smith & Associates Real Estate. Under Dave's leadership Smith & Associates has had the opportunity to conduct the sales and marketing for the majority of Tampa Bay's luxury high-rises, including but not limited to The Plaza, Grand Central at Kennedy, Skypoint, Residences at Franklin Street in Tampa, 400 Beach Drive, Parkshore Plaza, Signature Place in St Petersburg, and Station Square and Water's Edge in Clearwater.

Dave received both his Bachelor's and Master's Degrees in Education from the University of Connecticut. He is passionate about developing the Downtown Tampa core and currently resides in the Channel District. He is also on the Board of Directors for Amazing Love Ministries serving those in need.

Current Downtown Development Map

A closer look at what's
next in Downtown
construction

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 Kofila Memorial Dog Park (June 2017)
7. Nine15 (Nov. 2017)
8. The Pearl (Feb. 2018)
9. Armature Works (Feb. 2018)

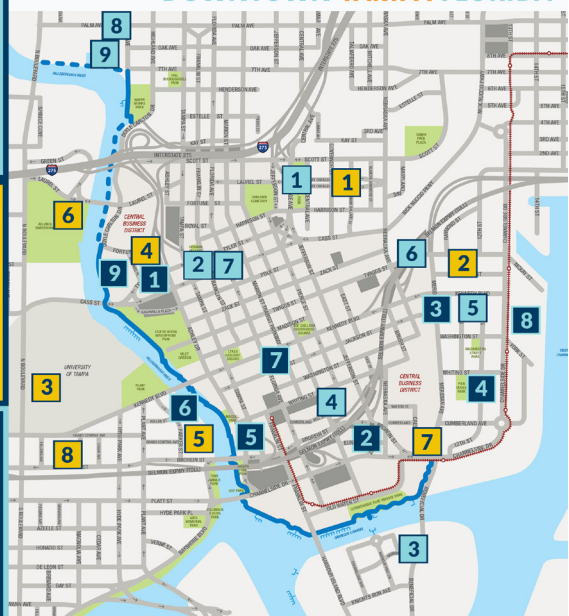
Under Construction

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



Disclaimer: Information is subject to change. Last updated February 2018

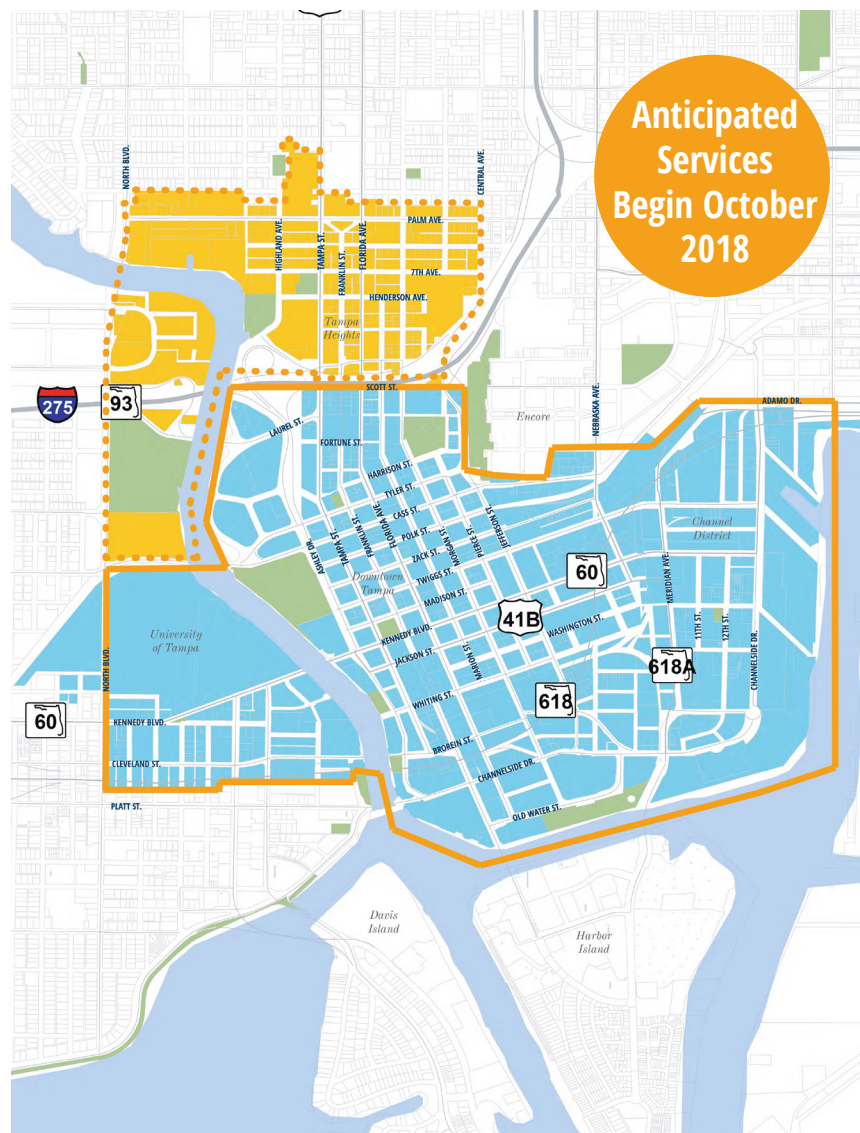
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Tampa Downtown Partnership's Role in Downtown Development

Since its inception in 1986, the Tampa Downtown Partnership has worked towards the goal of advancing our downtown. Over the course of 32 years, we continue to pursue that goal by fostering a vibrant and diverse downtown neighborhood that boasts a growing population and economic strength.



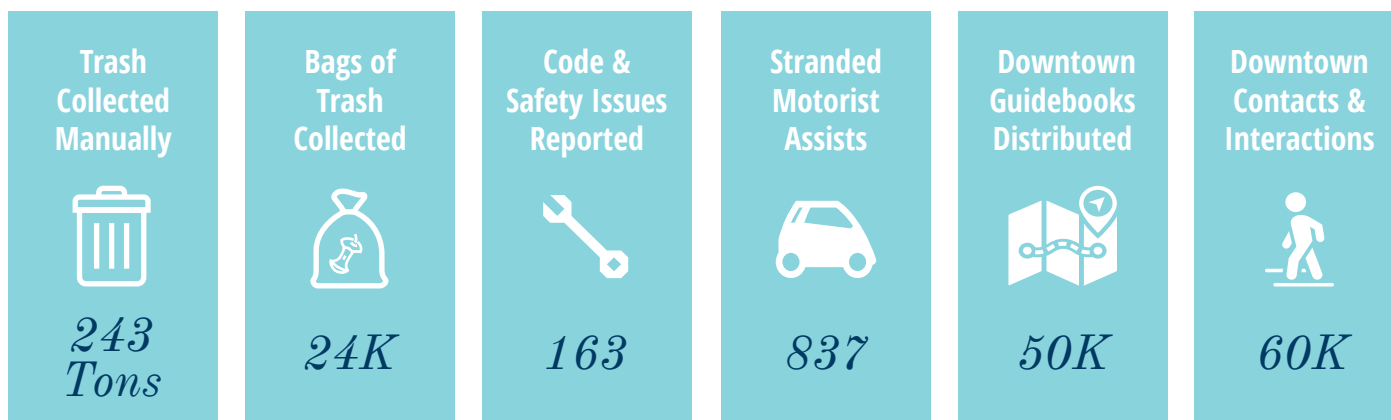
SSD EXPANSION *Tampa Heights*

In response to the growing needs and opportunities in the Downtown and it's surrounding the neighborhood, the Tampa Downtown Partnership (TDP) is in the process of expanding the Downtown Special Services District boundary to include portions of the Tampa Heights neighborhood, with expected services to begin October 2018. This expansion serves as a response to the market-driven development in the center city of Tampa and includes the "Yellow Brick Row" portion of Franklin Street and new The Heights / Armature Works projects. Tampa Downtown Partnership received approval from City Council on February 15, 2018 to proceed in seeking an expansion of the Special Service District (SSD) into Tampa Heights and has held community meetings and round-tables to address the specific and unique needs of the emerging neighborhood.

The next step in the process is for the Tampa Downtown Partnership to receive approval in August when the organization goes before City Council to renew the SSD, with the expanded Tampa Heights boundaries included.

Upon approval, a non-ad valorem special assessment will be placed on property owners within the new boundaries, and renewed for those already in the SSD boundaries. The assessment is \$1.10 per \$1,000 in assessed value from the Hillsborough County Property Appraiser's office. In FY2018, the SSD budget was \$2.45 million. The proposed expanded district would add approximately \$44,000.

► Clean & Safe



* 2016-2017 Figures

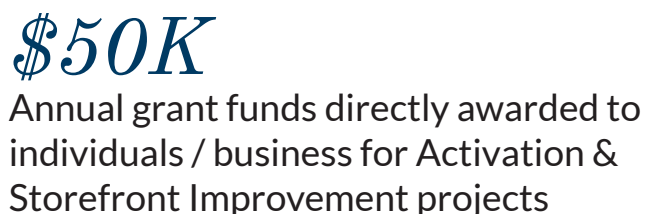
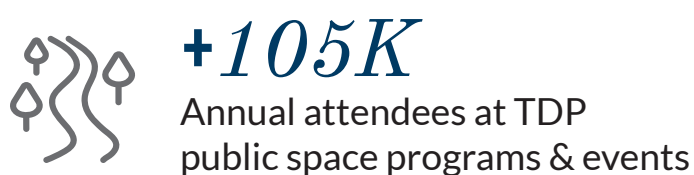
► Transportation



*Current Studies / Plans
Funded by TDP & Partners*

Downtown Parking Plan
Way-Finding Signage Plan Update
Bike Friendly Business Program - Phase III
Downtown Shuttle Program - Phase III
Biennial Worker, Resident & Student Study

► Placemaking



Incubating Disruptive Innovation

Moderator

Michael English, AICP, The Dikman Company, Inc.

Kirk Rabius

AECOM Building and Places >> @KirkRabius

Over the course of his 22 year career, Kirk Rabius' professional experiences have been diverse, and include the full-spectrum of architecture, engineering, and technology-driven projects. Most recently, his focus has been on the development of city-driven Smart City technology solutions that address infrastructure demands stemming from increased city urbanization. By targeting environmental, public safety, transportation mobility, and social sustainability improvements, Kirk have been able to stand up new, innovative, and sustainable Smart City programs.



Bob Rohrlack

Greater Tampa Chamber of Commerce >> @Tampa_Chamber

Bob Rohrlack, CCE, serves as the President and CEO of The Greater Tampa Chamber of Commerce (GTCC), the voice of business for the Tampa Bay area. He heads the Chamber's mission to "Serve our members and enhance our community by building business success" and implementing the Chamber's new, VISION2026 Plan. He has over 33 years experience in the Chamber of Commerce/economic development profession and has worked at the local, state, public and private sectors. Bob has served as the Chairman of the Florida Association of Chamber Professionals (FACP), board of Visit Tampa Bay, University of Tampa Trustee, Tampa Downtown Partnership, Westshore Alliance, and the Tampa Hillsborough Economic Development Corporation. He is the 2017 FACP Florida Executive of the Year.



Alex Sink

Tampa Bay Wave >> @AlexSinkFlorida

Alex Sink served as Florida's Chief Financial Officer (CFO) from 2007 to 2011 as one of four statewide elected officials. Before elected office, Alex had a 26-year career with Bank of America. She retired as President of Florida operations in 2000, managing the state's largest bank with \$40 billion in deposits, leading 9000 employees in over 800 branches. From 2011 to 2013, she was Senior Advisor to Hyde Park Capital Advisors, a middle market boutique M&A firm. Alex founded Florida Next Foundation, a non-profit devoted to supporting innovation and entrepreneurship in Florida. She subsequently joined the board of Tampa Bay Wave in 2016 to continue her work in supporting the entrepreneurial ecosystem in Florida. She is a Life Trustee at Wake Forest University, serves on the boards of the Wake Forest University Baptist Medical Center, United Way Worldwide Leadership Council, United Way Suncoast, and Junior Achievement.



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Co-Working Spaces in Downtown

Real Estate's Response to the Innovation Economy



Industrious
401 E Jackson St., Suite 3300
industriousoffice.com



**Commerce Club
@ The Oxford Exchange**
420 W Kennedy Blvd.
oxfordexchange.com



Tampa Bay Wave
412 E Madison St., Ste 1206
downtowntampaoffice.com



Suites @ Madison
412 E Madison St., Ste 1206
downtowntampaoffice.com



Bay3 @ Armature Works
1910 N Ola Ave.
armatureworks.com/work-space



Skyview Executive Offices
400 N Ashley Dr., Suite 2600
skyviewoffices.com

SAVE THE DATE

Tampa Downtown Partnership's **32ND ANNUAL MEETING & LUNCHEON**

Hilton Tampa Downtown Hotel

June 14th, 2018
11:30 am - 1:30pm



**JUNE
14**

Learn more at TampasDowntown.com

GRAND OPENING

Julian B. Lane Riverfront Park



Join the City of Tampa and the Tampa Downtown Partnership as we unveil Julian B. Lane Riverfront Park, a 23-acre waterfront park, with a weekend celebration of family fun and live entertainment!

May 12-13th, 2018
Free to Attend >> Live Music



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STORIES. TOLD HERE. CHANGE. MADE HERE.

Tampa Bay Times

JOURNALISM THAT MATTERS

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