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21/22 Highlights

40K

Eggs Hidden at Eggsploration

200



Tampa Bay Lightning Flags
Given to Downtown Businesses

80K

Dining & Entertainment Guidebooks Distributed

600+₽

International Downtown Association Conference Attendees

32K ©

Instagram Followers and *Growing!*

Letter From the President & CEO



Happy 36th Anniversary!

I would like to take this opportunity to thank the members, stakeholders, community leaders, Partnership staff, the Partnership's amazing Board of Directors, the Honorable Mayor Jane Castor, and Tampa City Council for the ongoing support and engagement that helps us to create a vibrant 24/7 Downtown.

As we look back at all the accomplishments during the past year, there is so much to celebrate. Tampa's Downtown is thriving with new developments bringing more residents moving in than ever before and world-class venues attracting thousands of visitors annually.

The Partnership was able to return in person for most of our signature events after having to pause many during the COVID-19 pandemic. Winter Village had record attendance with 26K+ skaters; River of Green returned with an estimated 16K attendees; and after being virtual in 2021, the Downtown Development Forum welcomed influential local leaders to discuss the State of Tampa's Downtown.

Hosting the International Downtown Association's Annual Conference in October 2021 was a distinct honor for the Partnership. Many cities compete for the opportunity to have nearly 600 place management professionals visit their city for the event. The international attendees commented that we are friendly and hospitable, Downtown is extremely clean, the Riverwalk is amazing, and our neighboring communities offer a diverse mix of cultures.

This year, the Partnership committed to reinvesting funds toward small-scale capital improvement projects. The Franklin Street Vision Plan is well on its way toward revitalization as we connect with stakeholders from every group to envision what it could be.

We still have work to do. Tampa's Downtown lacks retail options. Our transit system requires a long-term investment that will sustain us for the next 50+ years. Workforce housing is a necessity so that people can truly live where they work and play. A diverse and inclusive mix of cultures is a necessity for the vibrancy and survival of city centers.

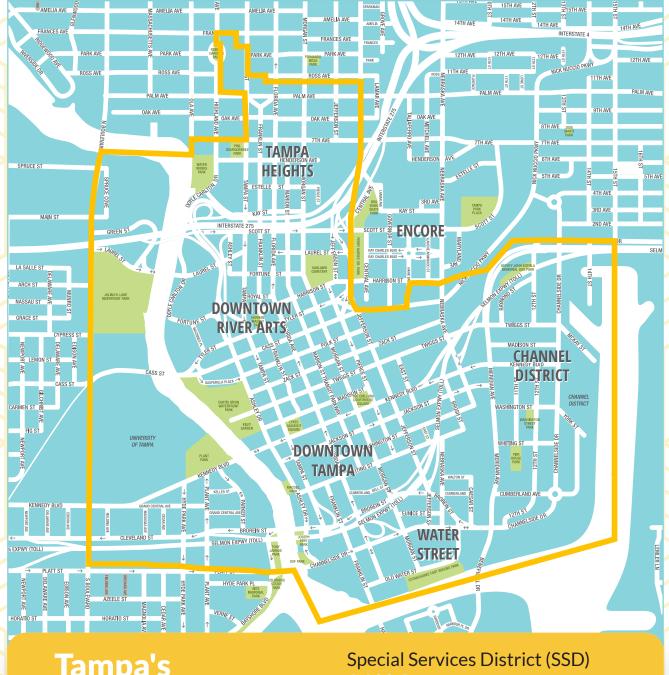
I often hear from my peers from other communities that they admire how our regional leaders work so cohesively and continue to advocate on important issues with one collective voice. It takes all of us to bring the message home and put our words into action.

You have my promise that the Partnership will continue to work hard to advocate for the betterment of Tampa's Downtown.

I look forward to working with all of you and making it another great year!

LYNDA REMUND, SHRM-CP

President and CEO



Tampa's Downtown

Special Services District (SSD) 1,192 Acres 337 Blocks

The Tampa Downtown Partnership administers the Special Services District program through an annual contract with the City of Tampa. Through the Special Services District (SSD) program, the Partnership works to promote the Downtown experience through a multitude of initiatives such as marketing, economic development, transportation, planning, and beautification, as well as maintenance and safety with Tampa's Downtown Guides and Clean Team. The Partnership also works with numerous agencies to identify opportunities and facilitate additions to the Special Services District program.

The Special Services District (SSD) is the longest operating Business Improvement District in the State of Florida. Since its inception in 1994, the SSD has provided services above and beyond the standard services provided by the City of Tampa.

Funding for the SSD comes from a special assessment placed on property owners. This assessment is a flexible rate based on assessed value from the Hillsborough County Property Appraiser's office.







DOWNTOWN

BY JAY CRIDLIN

In a VA-GROUND.

Thanks to a Super Bowl

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The city waterfront parks.

The city waterfront parks

Thanks thanks to a the super Bowl

Thanks thanks to a the super Bowl

Thanks to a Super Bowl

Thanks to a Super Bowl

Thanks a Super Bowl

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Thanks a Super Bowl

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Thanks a Supe

A conference of leaders from

downtowns nationwide will dive into the future of urban cores of cities like Tampa.

since the pandemic. But it could be one with significant long-term impact, both here

long-term impact, both here and darkar it is going to be and darkar it is going to be and the most profund to the most profund be and the most profund bavid Downey, president and CEO of the International Downlown Association. In the control of the profuse of th

Tampa Downtown Partnership celebrates nearly four decades of business development at its core

he Tampa Downtown Pariner-ship turns 35 in June.
Milestones for business sub-port agencies like the Partner-ship are a time to reflect on accomplish-ments, and for its members, provide understanding about the returns they can

ments, and for its members, provide understanding about the returns they can expect (or seek) as ROI on annual mem-bership fees. At TDP, those are at three lev-els: \$3,000, \$6,000 and \$10,000 a year. Here's a look back at some timely moments in the TDP history:

- ▶1986: Tampa Downtown Association is founded with the first board meeting on Nov. 14, 1986. It hired Jeff Thaxter as its first president.
- ▶1992: Partnership members begin promoting downtown Tampa as the preferred location for the proposed The Florida Aquarium. TDP member also guaranteed \$500,000 in startup funding to cover the project's planning, feasibility and approval
- ▶1992. The TDP began discussions with the NHL promoting downtown Tampa as the preferred site to build the Tampa Bay Lightning's permanent home arena. TDP

- to create Florida's first special assessment district.



optioned the land and commit the planning, traffic and environmental studies.

1992: TDP worked with the state

MAY 1895. TDP began to operate the Special Services District. Most visible signs of the program are Tampa's Downtown Guides and Clean Team. Other services include marketing. beautification, planning and busines development.





Now Amalie Arena, the facility began as the Ice Palace, pictured here.

▶1996: Amalie Arena (originally the Ice Palace) opens in October with its first event, the Royal Hanneford Circus.

AUGUST, 1998: TDP and Hillsborough
County Schools establish the first
elementary school in the county
serving the children of workers
located within the SSD.

Downtown Partnership School
Opens a permanent campus on East
Street and is renamed the Rampello
Downtown Partnership School.

≥2007 TDP works with the city to establish an effective downtown recycling program.

►JANUARY 2007: Tampa's Downto

Clean Team expands services and operates the Green Machine.

- ►JANUARY 2008: Tampa's Downto Guides begin patrolling in a fully electric vehicle.
- ▶JULY 2010: REALM initiates Yoga in the Park on Sunday afternoons (still going strong).
- ▶2016: The Partnership launches a carshare program (Zipcar) and a free downtown shuttle service (the Downtowner).
- ►MAY 2020: The Partnership e

Q&A | Dick Beard, former president, and Lynda Remund, current CEO of Tampa Downtown Partnership

Watching Tampa change from blah to booming

A conversation with two people who have had front-row seats for the city's evolution.

BY DITI KOHLI Times Staff Writer

Times 80 Witter

Glance at the Tampa skyline touday, and you'll see new buildings stretching across the horizon. But before its urban resurgence in the past two decades, down-town stood as a dead zone, with few shops and no grocery storess or even people after dark. Its waterfourt left inaccessible, eve people lived there. The street of the street of

borhood improvement nonprofit founded 35 years ago, have resurrected the city's urban center. Today, downtown Tampa attracts visitors with its riverwalk, downtown parks and scores of independent restaurants. Thousands call it



desolate, but it was pretty vacant at the time. In the late '80s, we had some retail. All that started to shut down eventually. We didn't have any residents. There were a few single family homes at the time—just a handful on the East side. But here wasn't a consistent population to sustain efforts like shops and grocery stores. We didn't have the amenities we have now. Curist Hikoon Park wasn't formed yet.

and grocery stores. We the amenities we have now. Cuttis Itison Park wasn't formed yet.
The Florida Aquarium wasn't,
here. The Ice Palace, now called
the Amaile Arena, was not here.
And we didn't have any hig office
and it's changed, of course.
Beard: Dramatically. It's a
4-hour area instead of a nine-tofive town now.



'Way more than I expected it to be': Downtown experts offer a different view on Tampa and its transit options

Downtown experts from across the country descended on Tampa Bay last week for the International Downtown Association conference, and their reviews would have been totally positive if it weren't for some drivers speeding at dangerous levels.

Conference attendees stayed almost exclusively in the Tampa urban core, ABBAL REMOVEDURE with some taking a tour of downtown St. Petersburg. Therefore, their reviews — especially on transit — can't be applied across the city or region.

But they had one message that should resonate with the city's leaders: the Tampa Riverwalk is great. Below are some more



Long hunt for voter fraud THIND SUPPORTERS WAITH EJECTION TESSUITS SIGNED HIS PLANT OF THE PROPERTY OF T

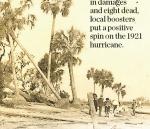
Tampa Bay Times











Downtown advocates set to descend on Tampa, St. Pete for global conference

Digital Producer, Tampa Bay Business Feb 24, 2022 **Updated** Feb 25, 2022, 9:07am EST

TAMPA BAY BUSINESS JOURNAL

GreenWise, Glazer Children's Museum among Tampa Downtown Partnership **Urban Excellence Award**

winners





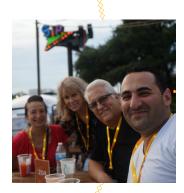
Say thanks to the Clean Team



A Year of Big Ideas & Projects



July 2021
Boom by the Bay



August 2021
Fourth Friday
Relaunch



September 2021
IKE Smart City
Kiosks Launch



October 2021
Host 67th
Annual IDA
Conference



November 2021
Winter Village
Season Opens



New Operations
Center Established



New Office
Location / Holiday
Open House



February 2022
Urban Excellence
Awards



March 2022
River O' Green
Fest Returns



May 2022
26th Downtown
Development
Forum



April 2022
Eggsploration
& Downtown
Debriefing Series
Relaunch



June 2022
36th Annual
Meeting and
Luncheon





















Project Spotlight // PRESSURE WASHING

Since the inception of the Special Service District, the Clean and Safe Program has been a highly visible service of the Partnership. The Clean Team's role has evolved as Downtown grows and changes, along with increased density and pedestrian foot traffic. Litter patrol, graffiti abatement, and maintenance crews keep a steady pace of cleaning the streets of Tampa's Downtown.

This year we have seen a strong demand for routine pressure washing and maintenance of the sidewalk and concrete public spaces as foot traffic has increased. The Partnership has responded accordingly to accommodate the needs of the stakeholders by implementing a full service public space pressure washing program.

As part of the program, the Clean Team added three different pressure washing systems for daily use to address a variety of cleaning needs. The team can complete large-scale, full block service in the evening hours and on-demand spot cleaning. This program has customized equipment and trained staff to responsively meet the varying needs of the area.

Recently, a third-party contractor has been retained with expanded capacity to complete multi-block areas overnight. This combination of in-house training, customized equipment, and third-party outsourcing creates a well-rounded approach to meet the needs of the District and its stakeholders.





The Tampa Downtown Partnership supports the growth and vitality of the urban core through the marketing and creative direction of Tampa's Downtown. The Partnership's communication efforts promote Downtown using creative storytelling, innovative technology, and design excellence to brand Tampa's Downtown and engage and inform stakeholders, visitors, and the community about all facets of the Special Services District.

The marketing and design team serves as an in-house creative agency, designing subbrands for public events, informational videos, place-branded collateral, and neighborhood identity campaigns. We work frequently with local and national news outlets to ensure that Tampa's Downtown is extensively covered in the media and serves as a responsive and timely source for Downtown updates.



Project Spotlight // FOURTH FRIDAY

Fourth Friday, Tampa's Downtown premier arts and culture crawl, was revamped this past August after a two-year hiatus. Occurring on the fourth Friday of every month, the program runs during the evening at a variety of arts and cultural venues.

Sponsored by TECO, Fourth Friday offers free musical performances, access to museums, and more at six different arts and cultural venues along the Tampa Riverwalk. Locations include Sparkman Wharf, the Sail Plaza, Henry B. Plant Museum, The Florida Museum of Photographic Arts, and the Straz Center. During the event, visitors can learn more about the program and the Tampa Downtown Partnership at the organization's "Hub".

Visitors use a custom Fourth Friday map and punch card to navigate the crawl, encouraging participants to visit each location and turn in their completed card for a piece of Downtown-themed swag and a chance to win a Tampa's Downtown staycation package.

Fourth Friday also includes food and drink specials from participating Downtown venues. As a "Sip & Stroll" event, alcoholic consumption is allowed along the Riverwalk in specially approved vendor cups. Sip & Stroll cups can be purchased at one of eight authorized Tampa Riverwalk venues. To date, over a thousand lanyards have been given out to participants.



Tampa Downtown Partnership's Public Space initiatives advance our Downtown parks and public spaces into highly programmed and attractive places. This is a multifaceted approach to the planning, design, and management of public spaces. Recurring initiatives include events such as Rock the Park, Community Fitness Classes, River O'Green Fest, Winter Village, Summer Series, Eggsploration, and Mayor's Food Truck Fiesta.

Planning is underway for an enhanced focus and investment on future capital improvements of public spaces, including Lykes Gaslight Square Park. Establishing continued maintenance protocols are also a critical part of the success of parks, as the spaces are heavily used for events and daily activities.



Project Spotlight // IKE SMART CITY KIOSKS

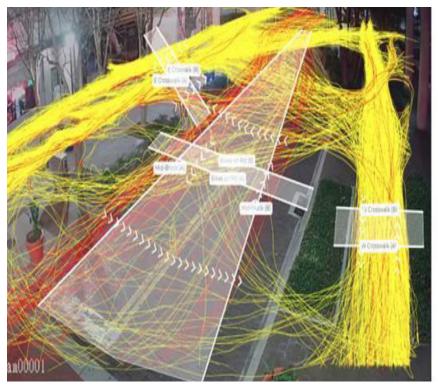
For decades pedestrian scale static wayfinding has been a critically important component of high-quality urban spaces. Over the past few years, the Partnership has been researching new technology that advances wayfinding into the digital world.

After completing extensive research, Tampa City Council approved an agreement for IKE Smart City Kiosks to be placed within the right-of-way throughout the District. The pedestrianscale digital kiosks offer LED touchscreen technology that provides real-time wayfinding via Google database. In addition, the kiosk also offers free Wi-Fi, two-way communication with Tampa Police, data/analytic info, community messaging, and event promotions.

Since the project kick-off, the Partnership has been working closely with IKE on site selection for nearly 20 kiosks. Once completed the project will include 30 interactive kiosks positioned at key locations throughout Downtown. Each kiosk location provides a revenue stream that is collected by the Partnership and annually will be reinvested into Downtown. The funds will be earmarked for the following areas of interest: social equity, smart mobility, small business development, and wayfinding. The Smart Kiosk program has not only enhanced the pedestrian experience but also led to many new advances within the organization by streamlining the public messaging system between the office staff, Tampa's Downtown Guides, and the public.





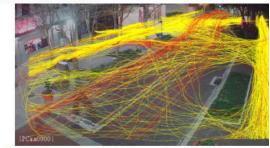


BITE CODE: 10N006 LOCATION: Franklin St and Zack S GPS: 27.950135, -82.45904 COUNT TYPE: Video Detection START DATE: 2/12/2022

DISTRICT: COUNTY: TYPE: DIRECTION/SID

7 Hillsboroug Sidewalks / Bikes On-Road Bi-Directional /N and S Side

EDESTRIAN AND BICYCLES TRAJECTORIES 02/12/2022



PEDESTRIAN AND BICYCLES TRAJECTORIES 02/15/2022



Project Spotlight // BIKE/PED COUNT PROGRAM

The Partnership hired Marlin Engineering and collaborated with local government and non-profits to create best practices related to counting bicyclists and pedestrians on our local roadways. The program capitalized on existing Florida Department of Transportation statewide funding designed to test different equipment and use scenarios. The effort resulted in short-term counts for a dozen locations in Tampa during February 2022. The exercise will be repeated in August 2022 to show trends and compare data sets. We continue to lead a working group of local transportation leaders to find ways to integrate counting bicyclists and pedestrians in their annual work plans, advocating for the purchase and strategic placement of count equipment throughout Tampa's Downtown.



DOWNLOAD THE MICRO-MOBILITY COUNT REPORT







Project Spotlight // NON-MATCHING GRANT

In August 2021, the Tampa Downtown Partnership gave away free \$5,000 grants to Downtown businesses for enhancements to their locations as a part of a strategy to give the owners an additional boost of support during the COVID-19 pandemic recovery. This money was from the Partnership's existing Storefront and Sidewalk Café Grant Program, which is designed to support and encourage more investment in the street-level appearance of Downtown businesses.

"We have removed the matching component of these grants due to the hardships businesses have faced during the pandemic, " said Tampa Downtown Partnership President and CEO Lynda Remund. "Our hope is this infusion of cash will allow some to make improvements or additions to businesses that were forced to pass on projects because of the economic struggles of the past year and a half."

The program was well-received, garnering significant media coverage and a diverse mix of applicants. Ultimately, three locations were awarded funding: a new sign for City Bike, a local bicycle store and repair shop on Cass Street, new façade paint and light fixtures for The Hub, a bar and package store on Franklin Street, and new outdoor café furniture for Si-Am Thaimerican, a restaurant on Franklin Street.

The success of the special grant giveaway also exposed new audiences to the grant program, with many of the applicants that did not receive funding in that cycle applying to the forthcoming grant year.



Downtown Tampa businesses use small grants to improve their outdoor aesthetics



Restaurant owner Stephen Stephen Dohack bought nev tables, chairs and umbrellas with the Downtown Partnership's grant.



By Henry Queen Reporter, Tampa Bay Business Journal Nov 5, 2021

Sometimes, money is free.

That's at least how it felt for a handful of downtown Tampa businesses, which recently received up to \$5,000 in grants for outdoor improvements from the Tampa Downtown Partnership.

The grant program has been in place for 12 years. This year, however, it didn't require a match from the restaurant or business as an acknowledgment of financial difficulties during the early days of the Covid-19 pandemic.

Potential improvements could include new awnings, lighting, signage or sidewalk café





Project Spotlight // URBAN EXCELLENCE AWARDS

The Urban Excellence Awards celebrates businesses, organizations, individuals, events, and projects that have made significant contributions toward creating a unique, vibrant and diverse Downtown environment – and have made a lasting, positive impact on Downtown Tampa.

Each year an jury representing a cross-section of Downtown constituents select award winners honoring the leadership, innovation, hard work, talent, and community spirit. As the world pivoted during the COVID-19 pandemic, the Partnership continued to reimagine and tailor events such as the Urban Excellence Awards to allow attendees to have a safe and fun time.

The 2022 Urban Excellence Awards were held on February 23rd at the Riverwalk Stage at the Straz Center for the Performing Arts. The event had over 150 nominees, members, and supporters in attendance for a memorable night along the Hillsborough River.

Attendees enjoyed the sights of the Downtown Tampa skyline and the sounds of saxophonist Marlon Boone prior to the awards presentation. There were 10 awards given out including a few surprises. For the first time ever, the two finalists for the Christine Burdick Person of the Year both went home with an award.



Current Members*

1205 on Franklin 1Source Partners Aakash Patel ADEAS-Q Adina Dyer AECOM AIA Tampa Bay Aloft Tampa Downtown Ascentia Development Group Baker Barrios Architects **Ballard Partners** Bank of America Plaza Barker | Cook Barrymore Hotel Tampa Riverwalk BELFOR Property Restoration Billy Hattaway Bob Henriquez, Hillsborough County Property Body Aligned Pilates and Wellness

Buchanan Ingersoll & Rooney PC Burr & Forman, LLP Bush Ross, P.A.
Capitol Outdoor
Carlton Academy Day School
Carlton Fields

Cedric Powell
CGA, A SAFEbuilt company
ChappellRoberts
Children's Board of Hillsborough County

Christopher Brooker Christopher Wharton City of Tampa

CJ Publishers (Discover InTown) Coastal Properties Group International Coen & Company

Columbia Restaurant Group

Commonwealth Commercial Partners

Constanza Suarez

Constanza Suarez
Construction Services, Inc.
Contract Furniture Inc.
Cooper Johnson Smith Architects, Inc.
Courtyard by Marriott Tampa Downtown
Cushman & Wakefield
Daniel Traugott
Dark Moss
David A Straz Ir Center for the Performing

David A. Straz, Jr. Center for the Performing

David Loos Deana Cannella DeLaVergne & Company Denholtz Associates Design Styles Architecture

Dohring Ahern Appraisal & Brokerage Dolman Law Group Accident Injury Lawyers,

Downtown YMCA Wellness Center

DPR Construction

Eboats Tampa - Waterway Tampa LLC Elizabeth King

Embassy Suites Tampa - Downtown Convention

Empire Office Systems
Fairway East Kennedy Owner, LLC c/o Parkway

Farley White Interest's Feldman Equities

Ferman Motor Car Company, Inc.

Ferrell Redevelopment Fifth Third Bank Fletcher & Fischer P.L. FloraVilla 2020, LLC

Florida Museum of Photographic Arts Florida School of Woodwork Florida Wellness Medical Group Foley & Lardner LLP

Foley & Lardner LLP
Friends of Tampa Union Station
GAI Consultants
Gardner, Brewer, Martinez-Monfort, P.A.
Gassler Dental, PLLC
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Glazer Children's Museum Goodwyn | Mills | Cawood

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HHCH TCC, LLC DBA/Harpoon Harry's
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Highwoods Properties
Hill Word Honderson, PA

Hill Ward Henderson, PA Hillsborough Area Regional Transit Authority

(HART) Hillsborough Community College Hillsborough County Hillsborough County Bar Association

Hillsborough County MPO
Hillsborough Lodge No. 25
Hillsborough River Realty Corp./ The Jeffries

Companies

Hilton Tampa Downtown Holland & Knight LLP

Hopcloth

Hyatt Place Hyatt House Tampa Downtown IMG EXPRESS

IMOGEAPRESS Impact Employment Solutions of Florida LLC dba Liberty Staffing USA Jackson's Bistro

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JLL Capital Markets, Americas Jobsite Theater John F. Germany Public Library

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PBX-Change Pedal Power Promoters, LLC Playbook Public Relations Plaza Construction Group

Plenary Group PNC Bank Poppo's Taqueria Port Tampa Bay Practice LLC

Practice LLC
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Rampello Downtown Partnership School
Raymond James
Redeemer City Church
Reginal Williams
Regions Bank
Renaissance Planning Group

René Remund Rivergate Tower Rotary Club of Tampa

Rowe Architects Incorporated Rowe Architects Incorporated runBigGuava
Sacred Heart Church
Sage Partners, LLC
Sam Schwartz Consulting
Saxon Gilmore & Carraway, P.A.
Sheraton Tampa Riverwalk Hotel
Sherloq Solutions
Shook, Hardy & Bacon LLP
Smith & Associates Real Estate

Smith & Associates Real Estate South Tampa Chamber of Commerce

St. John's Episcopal School Stageworks Theatre

Stantec

Stearns Weaver Miller Weissler Alhadeff &

Sitterson, P.A. Stephanie Arthur

Stephanie Arthur
Strategic Property Partners, LLC
Suffolk Construction Company
Summit Design + Build, LLC
Tampa - Hillsborough Expressway Authority
Tampa Bay Area Regional Transportation/
Planning Authority (TBARTA)
Tampa Bay Business Journal
Tampa Bay Chamber
Tampa Bay Fun Boat
Tampa Bay History Center
Tampa Bay Partnership Tampa Bay Partnership Tampa Bay Rays Tampa Bay Times Tampa Bay Wave

Tampa City Center - Banyan Street/GAP TCC Owner LLC. C/O Cushman & Wakefield

Tampa Convention Center

Tampa Downtown Investment LTD

Tampa Downtown Investment ETD
Tampa Electric Company
Tampa General Hospital
Tampa Hillsborough Economic Development
Corporation

Corporation
Tampa Housing Authority
Tampa Marriott Water Street
Tampa Museum of Art
Tampa Preparatory School
Tampa Steel Erecting Co.

Tampa Theatre Robeks Juice Terry Ford The Bank of Tampa

The Beck Group
The Church at Channelside The Florida Aquarium The KEC Group Real Estate

The Portico

The Tampa Club
The Toni Everett Company
The University of Tampa

The University of Tampa
The Urban Charrette
The Wilson Company / The Vault
Thousand & One - Water Street
Tindale Oliver

Tower Realty Partners, Inc.

Trenam Law

Trickey Jennus Tucker/Hall, Inc. UBS Financial Services, Inc.

University Club of Tampa USF CAMLS USF Health Versaggi Companies VHB Engineering Victor DiMaio

Vinik Sports Group/ Tampa Bay Lightning Visit Tampa Bay Walter P. Moore & Associates, Inc. Wehr Constructors, Inc. Wells Fargo Bank Westshore Alliance Where Love Grows WS Tampa Owner LLC WSP | Parsons Brinckerhoff Ybor City Chamber of Commerce

WHY JOIN?

Benefits of Membership

Events

Receive member pricing to all Partnership events such as Downtown Debriefings, Urban Excellence Awards, and Annual Meeting & Luncheon

All member employees can sign up to attend bimonthly Member Mixers

Communication

Receive monthly exclusive member e-newsletter (opportunities to include news about your company)

Access

Members-only exclusive behind the scenes tours

Business Directory listing on the Partnership's website

Participation on Partnership committees such as Arts & Culture, Transportation, and Urban Design

Membership Levels

The Tampa Downtown Partnership's member levels are tailored to meet our member's needs to grow their investment and influence in the Tampa Downtown Partnership organization.

Visionary - \$10,000

Advocate - \$6,000

Influencer - \$3,000

Leader - \$1,800

Patron - \$1,200

Promoter - \$600

Contributor - \$300

Individual Downtown
Supporter - \$125

Register Online!

TampasDowntown.com/Membership or contact Lindsey Parks

LParks@TampasDowntown.com

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Tampa Downtown Partnership

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Tampa's Downtown Guides

JACK FINLEY

ENOCH (PETE) GLOVER
Team Coordinator, Clean Team

DARREN HAGGINS
Clean Team

BRIAN HATTAB
Tampa's Downtown Guides

APRIL MEYERS
Tampa's Downtown Guides

JULIO MONTALVO Clean & Safe Project Manger

DIDEROT (DEE) NEMORIN
Team Leader, Tampa's Downtown Guides

CYNTHIA REED
Tampa's Downtown Guides

JOSE RODRIQUEZ
Clean Team

MARQUAN ROSS
Tampa's Downtown Guides

MIKE SEWAR
Clean Team

KALYN SEXTON Assistant Project Manager, Tampa's Downtown Guides

CHANDRA TIMMONS
Clean Team

TERESA WALLS
Assistant Project Manager, Clean Team



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For details about this report or to request information about the Tampa Downtown Partnership, please contact:

Tampa Downtown Partnership 400 N. Ashley Dr., Suite 1010 Tampa, FL 33602 813.221.3686 TampasDowntown.com

