



WHO WE ARE

Vision

To be America's Iconic Riverwalk

Mission

Working in partnership with the city to **develop, activate** and **promote** Tampa's downtown waterfront.

Purpose

Support further expansion and development that increases community access to the waterfront, improves mobility and connectivity, and increases people-oriented uses and experiences along the riverwalk.

Create an inviting outdoor destination showcasing downtown parks, museums, attractions, and businesses through outdoor public events and programming.

Build a stronger sense of community for everyone.

2022 Volunteer Hours

1,122

2022 Dollars Raised

\$320,999

2022 Program Participants

17,888

Staff



MARYBETH WILLIAMS
Executive Director



CASEY YOUNG
Marketing and Events
Coordinator

Board of Directors

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The Beck Group
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Florida Avenue Brewing Co.
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The Leytham Group

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Regions Private
Wealth Management

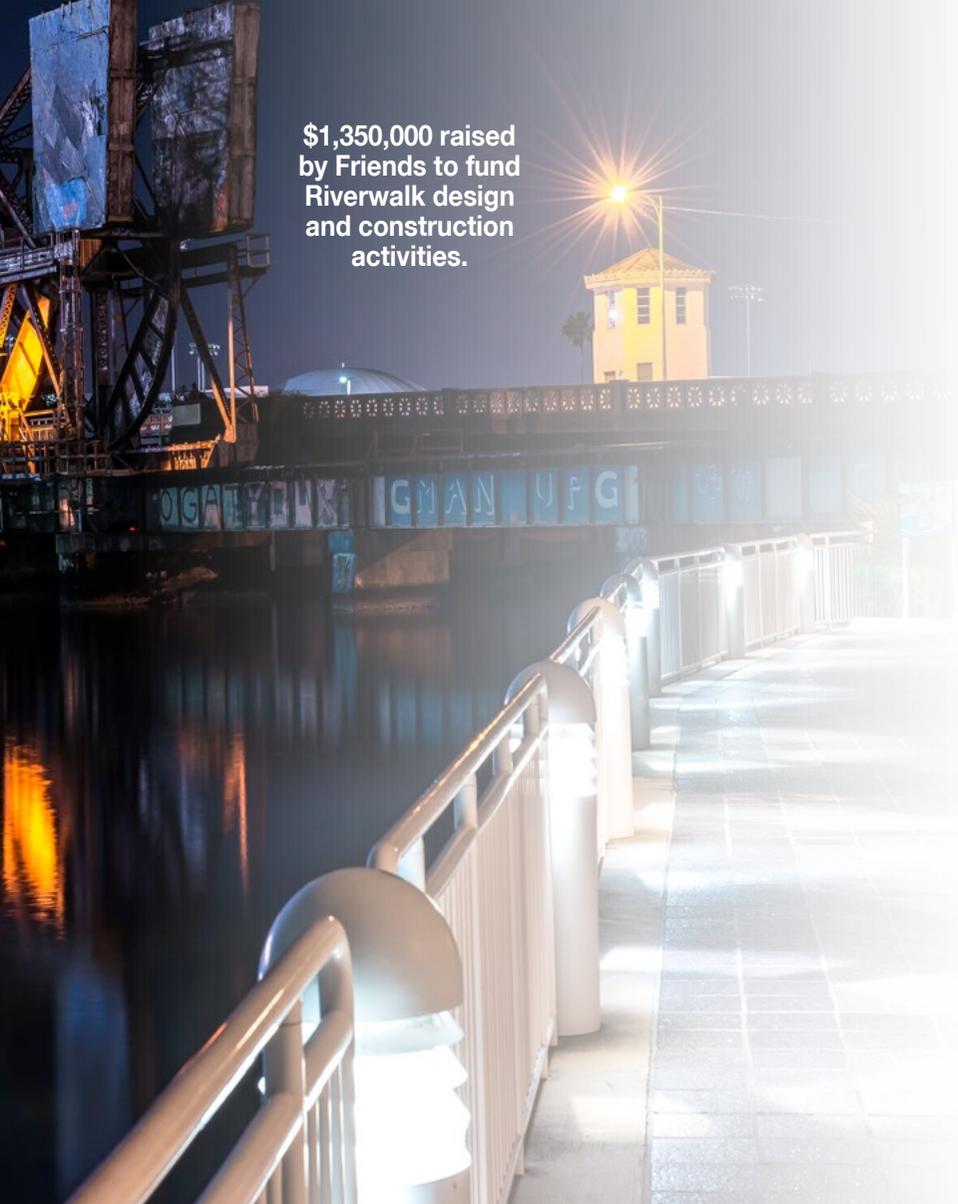
NEALY WHEAT
Tampa Bay Economic
Development Council

SUSAN WILLIAMS
Visit Tampa Bay

STEVE ANDERSON
Board Member Emeritus

DAN MAHURIN
Board Member Emeritus

TROY MANTHEY
Board Member Emeritus



\$1,350,000 raised by Friends to fund Riverwalk design and construction activities.

OUR HISTORY

- 2005**
Incorporated as a Florida Not-For-Profit entity on July 7, 2005
- 2006**
Phase 1 Master Plan completed
- 2008**
Platt Street Bridge Underpass opened
- 2009**
Tampa Convention Center, Cotanchobee/ Ft Brooke Park extension, South Plaza completed
- 2010**
Curtis Hixon Waterfront Park opened
Cass Street Crosswalk enhancement completed
- 2012/2013**
Brorein Street Underpass, Brownstone, CapTrust and TCC connector completed
- 2014**
Water Works Park completed
- 2015**
Kennedy Boulevard Plaza - 1460 feet over water completed - funded by TIGER Grant
- 2016**
Straz Center to Water Works Park - funded by TIGER Grant completed
- 2020**
The Heights District Riverwalk extension completed
- 2026**
Scheduled completion of West Riverwalk - in progress and funded by BUILDS Grant



KEY STATS & IMPACTS

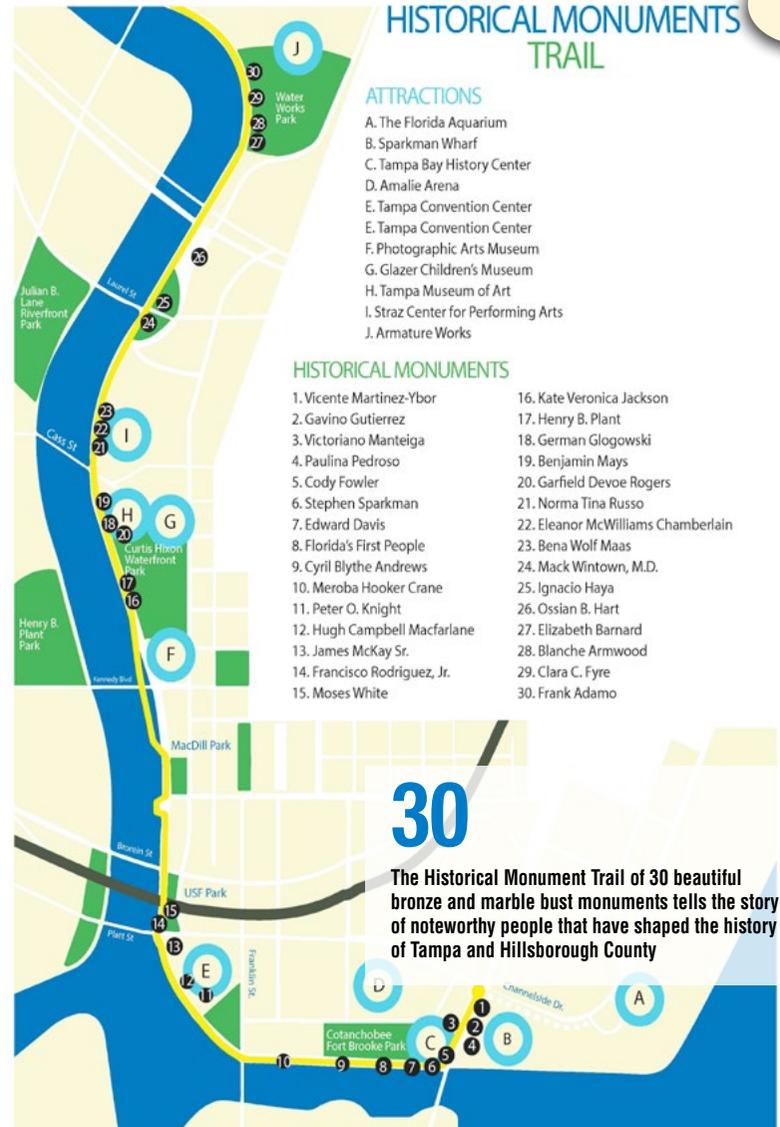
436

436 pavers installed in 2022. The Friends of the Rivewalk Paving the Way program adds to the identity and sense of place on the Riverwalk, allowing residents and visitors to commemorate special occasions, honor loved ones or share their love of Tampa on a personalized 12"x12" granite paver.



\$628,000

Raised by Friends through inkind, cash, and grants to fund the installation of the 30 commemorative monuments.





2.6

Mile multi-use path along the Hillsborough River and Garrison Channel connecting Tampa Heights, River Arts District, Water Street, and Channel District



21,000+

Average traffic on the Riverwalk per week (2022 Study)



\$4,900,000+

Raised over \$4,900,000 cash and in-kind



3 Championship Boat Parades



1 Annual Gasparilla Pirate Invasion



KEY STATS & IMPACTS



PROMOTE



Quick Facts:

- Over 150,000 copies are distributed annually
- Distributed to over approximately 500 locations in the Tampa Bay area and to the Official Florida Welcome Centers along I-10, I-75, and I-95
- The #1 brochure pulled in racks throughout the Tampa Bay area



RIVERWALK BANNERS

Providing advertising for 41 Tampa Bay Companies on 202 banners.

HITS ON
THE TAMPA RIVER WALK .COM

421,400+

DISTRIBUTION OF WEEKLY
RIVERWALK ROUNDUP

2,000+

SOCIAL MEDIA FOLLOWERS

100,660+



SPECIALTY CUP PROGRAM

327,000 Tampa Riverwalk branded cups distributed to participating vendors within the Specialty Center.



ACTIVATE

NATIONAL
PEDIATRIC CANCER
FOUNDATION
RISE UP FOR A FASTER CURE
NationalPCF.org • 813.269.0955

TRICK OR TREAT

Every year the Tampa Bay community is invited to dress in their best Halloween costumes and Trick or Treat along the Riverwalk. Activation includes Costume contests for children and pets, Halloween Lighted Boat Parade, and in partnership with Tampa Theater, a Halloween Movie on the big screen in Curtis Hixon Park

NUMBER OF PARTICIPANTS

20,000

TRICK OR TREAT BAGS
DISTRIBUTED

5,000

NUMBER OF
TRICK-O-TREAT STATIONS

50+

TRICK OR TREAT





ACTIVATE

HOLIDAY SPECTACULAR

Each year the holiday spirit comes alive in Tampa with the Tampa Riverwalk Holiday Spectacular. The festivities kick-off each year with the mayors inaugural lighting of the Holiday Harbour Tree. Holiday Spectacular continues with festive holiday lights along and floating in the river as you stroll along the Riverwalk. The event is capped off with the largest Holiday Boat Parade on the west coast of Florida where thousands of people line the Riverwalk to see the more than 400 boats decorated with holiday lights parade through the waterways of downtown Tampa.

**LARGEST BOAT PARADE ON
THE SW COAST OF FL WITH**

400+ BOATS

**LIGHTED FLOATING
DISPLAYS**

17

HOLIDAY SPECTACULAR





ACTIVATE

RIVERFEST

Riverfest is a public, two-day, free event that is held the first weekend in May each year. The festival spans the entire length of the Riverwalk including several parks and features family-friendly activities and events showcasing Tampa's cultural institutions, local musicians and restaurants. The festival includes Taste of Riverwalk on Friday night and TacoFest on Saturday. There is also a full concert series of local bands on the main stage in Curtis Hixon Waterfront Park and a balloon glow at sunset both nights. Other activities include a wiener dog derby, a lantern parade, yoga and a paddle invasion.

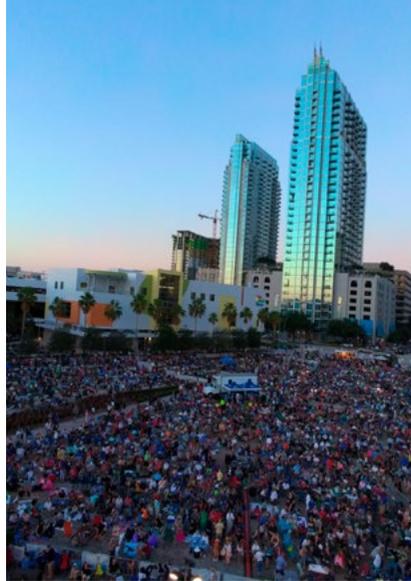
**LOCAL
FOOD VENDORS**

20

**NUMBER OF
ATTENDEES**

40,000

RIVERFEST





ACTIVATE

4TH OF JULY

Celebrate July 4th with Friends of the Riverwalk! The Blessing of the Fleet is a tradition that began years ago but is still practiced in many fishing and boating communities around the world to ensure a safe and bountiful season. Boats will be decked out in red, white and blue and compete for the most patriotic boat trophy. Registered boaters will partake in a Poker Run for a chance to win a grand prize and several other great prizes! The boat parade will be followed by fireworks displays at Sparkman Wharf.

NUMBER
OF BOATS
100+

4TH OF JULY



ACTIVATE



CLEANUP

Volunteers are welcome to join the Tampa Riverwalk Cleanup. This cleanup is in partnership with Keep Tampa Bay Beautiful as a part of our Trash Free Waters Program and serves as a call to action to create more sustainable communities by focusing volunteer efforts on activities that impact individuals in need, lead to aesthetic community improvements, and provide a positive environmental impact. This is also a great way to earn volunteer service hours!

NUMBER OF
2022 PARTICIPANTS

173

NUMBER OF BAGS OF
TRASH 2022

180

POUNDS OF TRASH
2022

868

TOTAL HOURS
2022

545

NUMBER OF 2023
CLEANUPS

6

CLEANUP



DEVELOP



LEGEND

- Existing Riverwalk
- Planned Riverwalk
- Existing Off Road Trails
- Future Riverwalk
- Soul Walk
- Green Spine Trail

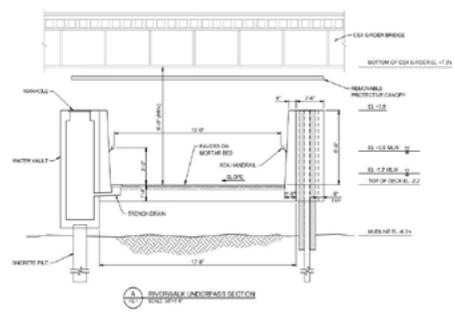
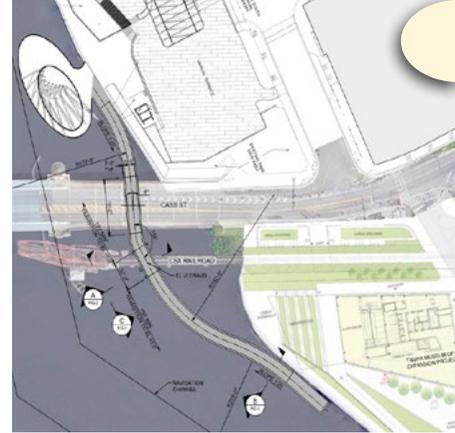
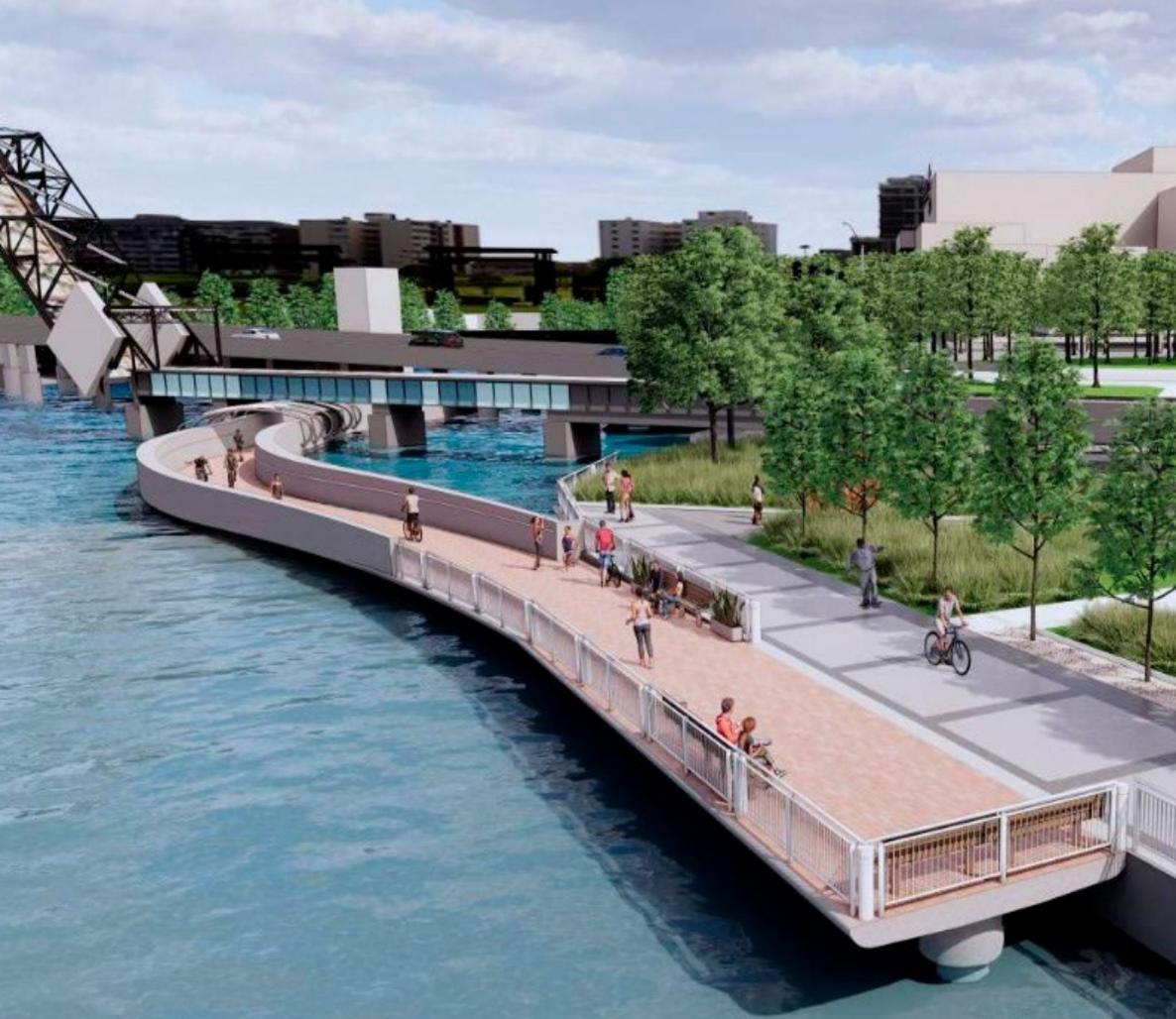


DEVELOP



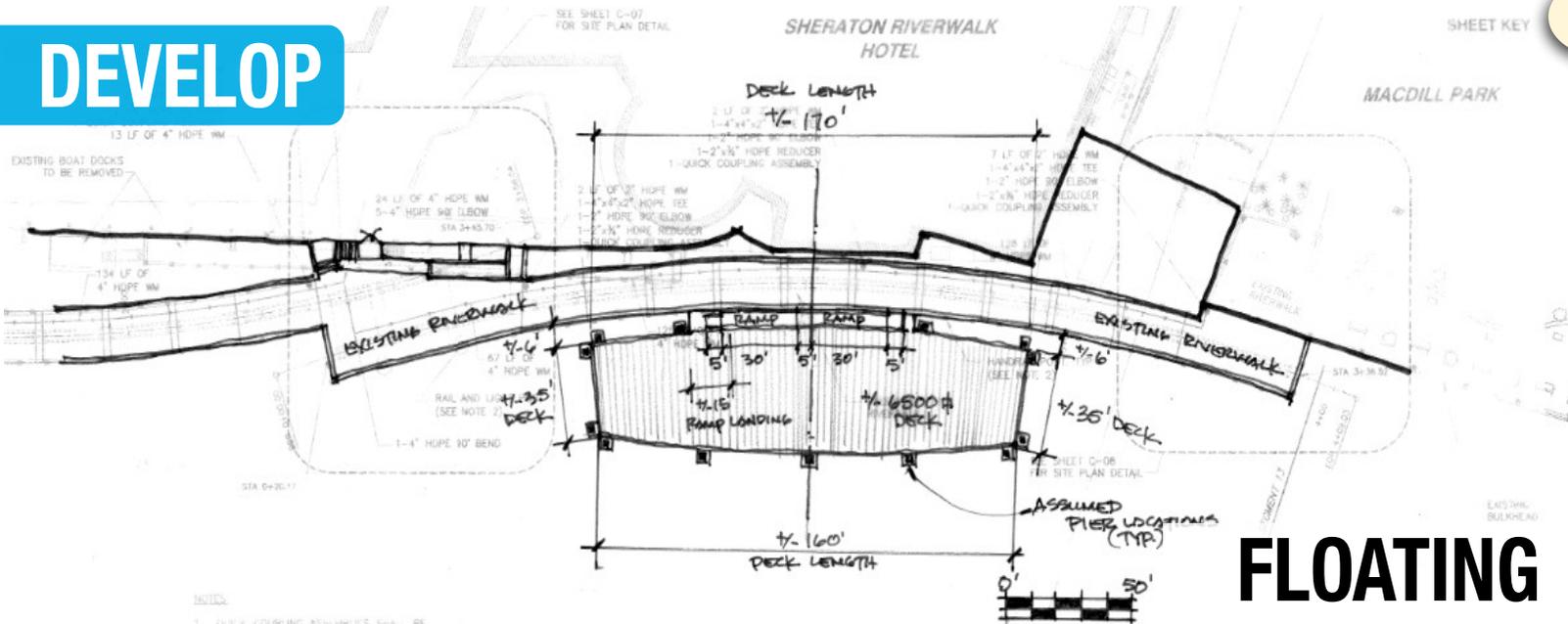
WEST RIVERWALK





CASS STREET BRIDGE UNDERPASS

DEVELOP



NOTES:

1. QUICK COUPLING ASSEMBLIES SHALL BE LOCATED BETWEEN AREAS WHERE RAIL LIGHTING AND UNDERDECK LIGHTING COMPONENTS ARE TO BE PLACED FOR RAIL AND UNDERDECK LIGHTING. SEE ELECTRICAL AND UNDERDECK ELECTRICAL PLANS.
2. RAILING POSTS AND LIGHT POST LAYOUT AT FLOATING PLATFORMS AND DETAILS SEE PLAN SHEET 210.

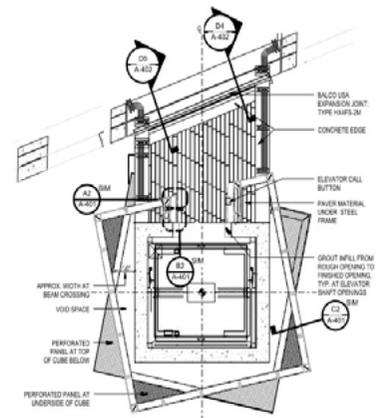
RW SOUTH FLOATING DOCK CONCEPT LAYOUT

FLOATING PLATFORMS





RIVERWALK KENNEDY ELEVATOR

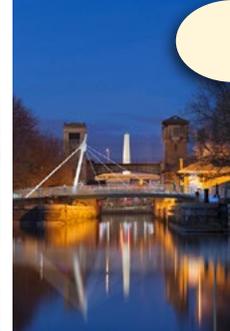


A3 PLAZA LEVEL
1/4" = 1'-0"

DEVELOP



RIVERWALK PEDESTRIAN BRIDGE



PUBLIC ART



Lorenzo Quinn, Venice Italy

Golden Waters, Scottsdale, AZ



The Bean (Cloud Gate), Chicago, Illinois

