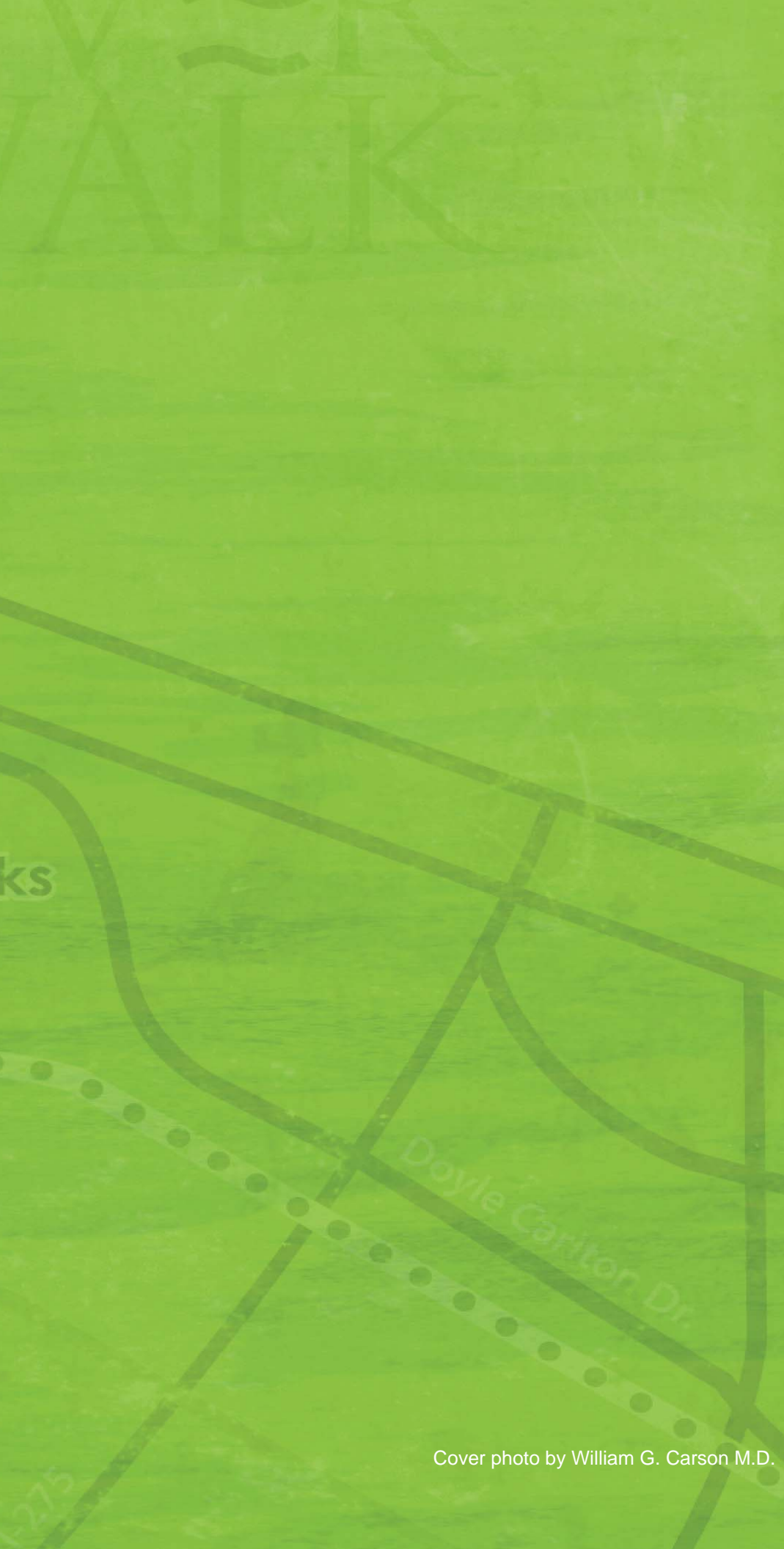


The background of the entire page is a nighttime photograph of the River Walk in San Antonio, Texas. The image shows a wide, paved promenade with a white metal railing on the right side, overlooking the San Antonio River. In the background, the Tower of the Americas is visible on the right, and the Alamo River Bridge is illuminated with red lights. The city skyline is visible in the distance, with various buildings lit up. The sky is a deep blue.

2013 ANNUAL REPORT



Cover photo by William G. Carson M.D.

CONTENTS

MAYOR'S LETTER 05

PRESIDENT'S LETTER 06

BOARD OF DIRECTORS 08

CONSTRUCTION & DEVELOPMENT 10

MARKETING & COMMUNICATIONS 14

HISTORICAL MONUMENT TRAIL 23

PROFESSIONAL STAFF 27

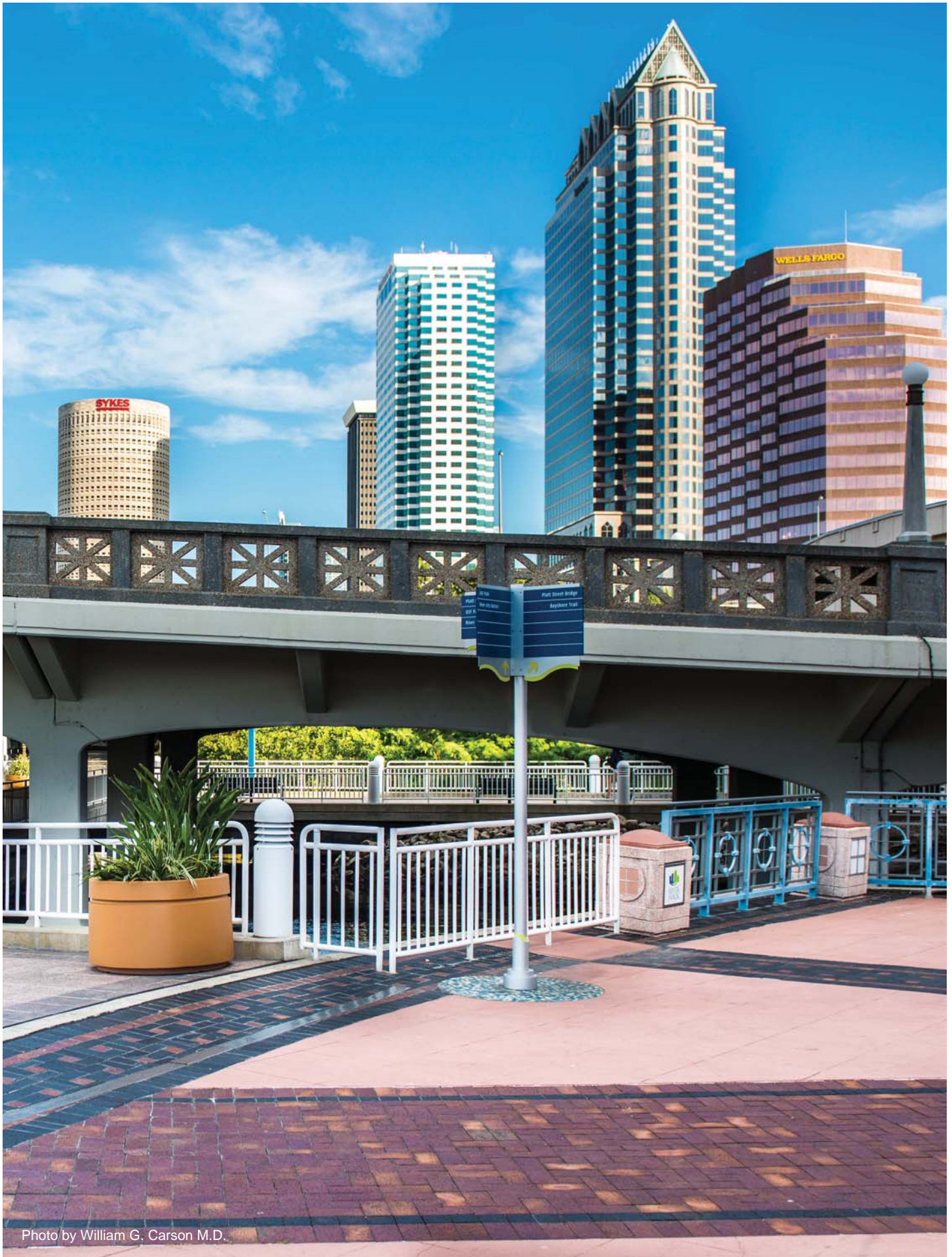


Photo by William G. Carson M.D.

LETTER FROM MAYOR BOB BUCKHORN, CITY OF TAMPA



With the culmination of 40 years of work and the commitment of six mayors, it has been a monumental year for the Tampa Riverwalk. As we celebrate its completion, it is incredibly gratifying to reflect on those critical steps that have made our River the center of urban Tampa, creating new and expanded economic opportunities, improved close-in neighborhoods, and sustained quality of life for all.

I am most looking forward to the completion of the Kennedy Plaza segment, where we connect MacDill Park to Curtis Hixon Waterfront Park. We worked hard to bring home the federal Transportation Investment Generating Economic Recovery (TIGER) IV Grant that made it all possible. Friends of the Riverwalk proved to be key partners when they raised a critically needed \$225,000 donation.

On the north end of the Riverwalk, we are restoring Water Works Park, very near our natural spring, Ulele. Through a private-public partnership, the neighboring historic Armature Building will become a signature, unique and authentically Tampa destination in our beloved Tampa Heights neighborhood.

As we consider our future, I am excited about the master planned redevelopment of the west bank of our River. It is important to recognize the impact that public land and natural resources can have on the transformation of cities, and we are putting in place an excellent framework to catalyze meaningful investment in and around our River. We will revitalize and connect neighborhoods with walkable streets, new parks, and community restaurants and retail.

It is an incredibly rewarding time in Tampa's history to be your Mayor and to help guide our Riverwalk into becoming what we've all known for so long it could be.

LETTER FROM STEVE ANDERSON, PRESIDENT OF THE BOARD



The Friends of the Riverwalk has been busy and productive this year. I had the good fortune of being elected President after serving as Vice President since we were established in 2005. Frankly, there was no need for any type of leadership “transition” because our long-term President, Dan Mahurin, had done such a phenomenal job. Thanks to Dan, a great deal has already been done, and our vision is set for the future.

Our mission is simple: help fund the construction and on-going development of the Riverwalk, and attract people through marketing and communications, including organized events, public arts and entertainment. Overall, Friends has now contributed more than \$1.8 million toward construction of the Riverwalk itself, including the design and purchase of amenities for public use and enjoyment. In 2013 alone, we underwrote the design of shade structures along the Riverwalk. We also sponsored two public events at Curtis Hixon Waterfront Park, and we unveiled historical monuments honoring Tampa’s greats of the past. Friends also successfully advocated for strong residential development along the river and for a much needed ordinance allowing alcoholic beverages all along the Riverwalk.

We also expanded our Board of Directors this past year, bringing on directors with substantial credentials and resources in planning, funding, operating, publicizing and implementation of our strategic plans for the upcoming years. We said a fond goodbye to our co-executive directors of the past several years, Roger and Elizabeth Kurz as well. We were very fortunate to have their tireless enthusiasm for so long, and they agreed to remain active volunteers. Although the Kurz’ have big shoes to fill, our new Executive Director, Shaun Drinkard, and our Placemaking & Urban Design Manager, Ashly Anderson, both have skill sets that will serve us well on the active and creative course we have set.



Photo by William G. Carson M.D.

This year we also rolled out a brand new website: thetampariverwalk.com. I invite you to connect with us there, navigate through its many services and features.

Of course, our successes are made possible by our members and supporters. We are deeply grateful for the public spirit and generous contributions from The Wallace Foundation, Sandy McKinnon and Dottie Berger, Bright House Networks, SunTrust Bank, Sykes Enterprises, Columbia Restaurant Group/Gonzmart Family, the Hillsborough County Historical Preservation Grant Fund and so many others.



BOARD OF DIRECTORS

2013-2014 MEMBERS

STEVE ANDERSON, PRESIDENT
STEVEN A. ANDERSON, P.L.

DOUG BARTLEY, VICE PRESIDENT
PARTNER,
COMMERCIAL ADVISORY SERVICES

CHRISTINE BURDICK
PRESIDENT,
TAMPA DOWNTOWN PARTNERSHIP

RONALD A. CRISTALDI
PARTNER,
SHUMAKER, LOOP & KENDRICK, LLP

CARLOS DEL CASTILLO
VICE PRESIDENT & GENERAL MANAGER,
BRIGHT HOUSE NETWORKS

BRUCE FAULMANN
VP SALES & MARKETING, TAMPA BAY TIMES

KEITH GREMINGER
SENIOR PLANNER &
URBAN DESIGN MANAGER,
KIMLEY HORN

RICK HAMILTON
TAMPA CONVENTION CENTER
& TOURISM DIRECTOR

LEE HOFFMAN,
SECRETARY/TREASURER
RIVERWALK DEVELOPMENT MANAGER,
CITY OF TAMPA

MICHAEL KILGORE
CHIEF MARKETING OFFICER,
COLUMBIA RESTAURANT GROUP

BETH LEYTHAM
PRESIDENT, THE LEYTHAM GROUP

DAN MAHURIN
EXECUTIVE, SUNTRUST

TROY MANTHEY
PRESIDENT & CEO, YACHT STARSHIP

KEVIN PLUMMER
HEAD OF SCHOOL,
TAMPA PREPARATORY SCHOOL

LARRY RICHEY
SENIOR MANAGING DIRECTOR,
CUSHMAN & WAKEFIELD

MARY SCOTT

RYAN TOTH
SENIOR PROJECT MANAGER,
BECK GROUP

PEYTON WOODROFFE
INVESTOR RELATIONS MANAGER,
HILLSBOROUGH ECONOMIC DEVELOPMENT
COUNCIL

FRIENDS OF THE RIVERWALK

FUNDRAISING

Founded

Florida Not For Profit, 501c3, July 2005

Fundraising

Since 2005, raised nearly \$2.8 million cash and in-kind donations
Transferred over \$1.35 million directly to the city to fund design and construction activity
Allocated \$250,000 for the design/installation of the 12 Historical Monument Trail busts



- 40% Design & Construction
- 51% Marketing / Amenities
- 9% Historical Monument Trail

Design & Construction

Riverwalk Master Planning and design contracts - \$183,000
Brownstone Segment design and construction - \$220,000
CapTrust Segment construction - \$320,000
History Center dock survey, permitting and design work - \$86,000
History Center dock construction and engineering support - \$40,000
Convention Center connector construction - \$58,000
Riverwalk Portal - \$146,000
Shade structure design work - \$9,500
Donor wall design and construction - \$60,000
TIGER Grant matching funds - \$225,000
Legal Fees for Tampa Bay Times Forum land transfer at South Plaza

Marketing

Riverwalk promotional flyover video
Promotional t-shirts
Website design and development

Amenities

Planters along the Convention Center
Granite for the "quotes on the water" along the Brownstone segment
Railing gate for large vessel docking at Curtis Hixon Waterfront Park

Historical Monument Trail

2012 - Six Honorees installed
2013 - Six Honorees installed



CONSTRUCTION & ONGOING DEVELOPMENT

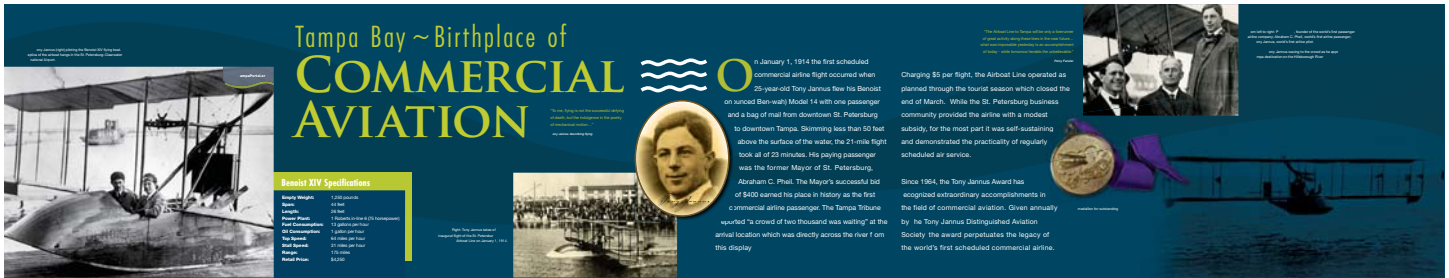
LEE HOFFMAN, CITY OF TAMPA

We began the year in a way that would continue over the next 12 months, by opening to the public the newly built CapTrust Riverwalk segment. This 200-foot over-water section linked the existing Riverwalk at MacDill Park with the Brownstone segment to the south providing exactly one mile of completed Riverwalk stretching from South Plaza (near Channelside) to MacDill Park.

Having completed the TIGER Grant Agreement with the Department of Transportation in December 2012, the work began transforming the \$10,943,100 grant into action by constructing Kennedy Boulevard Plaza, designing and constructing the Doyle Carlton Riverwalk segment and designing and constructing the 1.7 mile Selmon Greenway that runs from the Hillsborough River east under the expressway viaduct to 19th street.

In January the City selected the URS Corporation Team to design the only remaining segment of city-built Riverwalk, the Doyle Carlton section. This section runs 2,050 feet from the north side of the Straz Center to the south side of Water Works Park. Completely funded by the TIGER Grant, the City finalized the \$390,000 contract and design work began in July. URS stayed on schedule reaching the 60% design milestone by the end of the year, maintaining the planned design completion date of May 2014. The construction for this section is completely funded and will start as soon as a contractor is selected. If all stays on the current timeline, the section will be opened in the late summer of 2015.

Construction of Water Works Park and associated Riverwalk began in October. This shaded park with the expanded spring across from the new Ulele restaurant, kids play area and permanent stage, will be one of the finest in the city. The estimated completion of the park and all the amenities is late summer 2014.



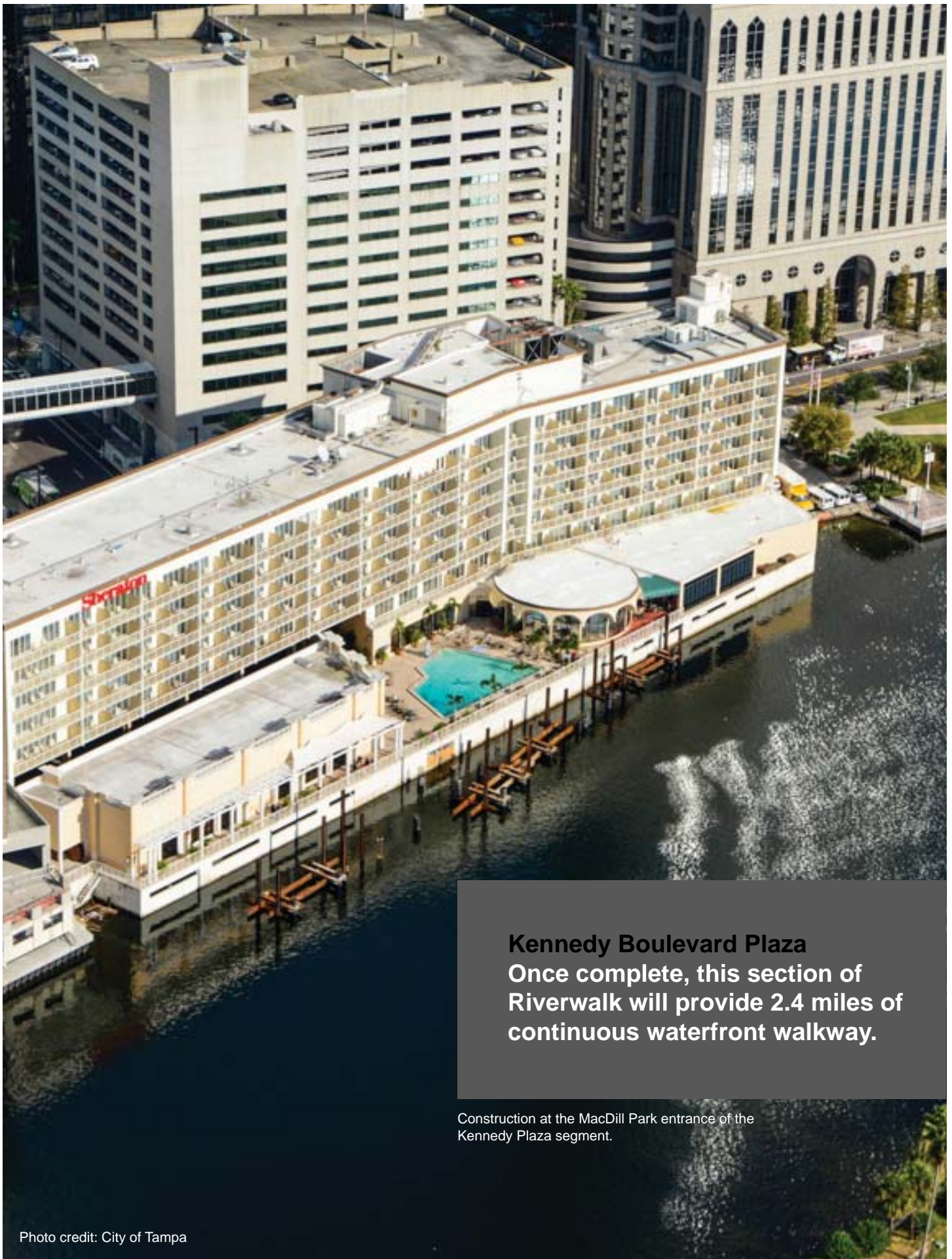
The second component of the TIGER grant, Kennedy Boulevard Plaza, began moving forward in May with the selection of Johnson Brothers Construction Company. In June, Victor Mendez, the Director of Federal Highways Administration, traveled from Washington D.C. to join Mayor Bob Buckhorn and the five other mayors who have watched over the Riverwalk project throughout the four decades of its life. Mayors Bill Poe, Bob Martinez, Dick Greco, Sandy Freedman and Pam Iorio all joined in the sign unveiling that kicked off the project. Johnson Brothers began construction on this premier section of Riverwalk in July and was 30% complete by the end of the year. The grand opening of this key section is currently estimated to be around the end of 2014.

The importance of the Kennedy Boulevard segment cannot be overestimated. It is the most expensive section, stretching four blocks over water from MacDill Park to our premier downtown park, Curtis Hixon Waterfront Park. When completed, this section will link the one mile of Riverwalk on the south to the ½ mile of Riverwalk on the north providing 1.8 miles of continuous waterfront walkway. This section incorporates four shaded,

social gathering areas placed along the pathway. It is funded primarily with TIGER Grant money that made it possible to build this \$8.86M project with one construction contract.

The City plans to incorporate an elevator on the seawall behind Rivergate Tower to facilitate pedestrian movement back and forth from Kennedy Boulevard to the Riverwalk below. The Federal Highways Administration awarded the City a Transportation Community System Preservation grant for \$217,750, that will fund the majority of the elevator cost.

As a part of the educational component of the Riverwalk, the City of Tampa completed an interpretive display on the first commercial airline flight in history. Departing St Petersburg at 10am on Jan. 1, 1914, the flight landed at the mouth of the Hillsborough River and came ashore at the southwest side of the Brorein Street Bridge. Read more details about this historic event at the display on the north side of USF Park, where the Selmon Expressway meets the Hillsborough River.



Kennedy Boulevard Plaza
Once complete, this section of
Riverwalk will provide 2.4 miles of
continuous waterfront walkway.

Construction at the MacDill Park entrance of the
Kennedy Plaza segment.



Construction at the Curtis Hixon Waterfront Park entrance of the Kennedy Plaza segment.

MARKETING & COMMUNICATIONS

A core part of our mission is to create a vibrant and interactive waterfront experience for residents and visitors alike, one that reflects the spirit and uniqueness of Tampa. We are organizing several signature events of our own, and promoting and partnering on other entertainment and activities along the Riverwalk. Here are some of the programming and promotional efforts we are undertaking.



Photo by William G. Carson M.D.

EVENTS

BURGER SHOWDOWN 2013

Friends of the Riverwalk held the 2nd annual Burger Showdown at Curtis Hixon Waterfront Park. The participating restaurants included: Bay Bistro Riverwalk, Beef O Brady's, Brewburgers, Danny's All American Diner, Eats American Grill, Fountain Square, Irish 31, The Moon Under Water and Smokey Bones. A panel of judges comprised of local chefs and celebrities chose EATS! American Grill's "Houseblend Burger" as the Best Burger in the Bay. Proceeds of beer and wine sales benefited Friends of the Riverwalk.



BREWS & BITES @ THE TAMPA CONVENTION CENTER



Beginning in 2013, the Sail Pavilion on the Riverwalk, operated by the Tampa Convention Center has hosted a food truck rally event named Brews & Bites. The monthly event features a rotating group of area food trucks, craft beers and live entertainment from local musicians on it's unique 360-degree waterfront bar. Brews & Bites takes place on the second Friday of each month throughout the year.

SMOKE ON THE RIVER 2013

Smoke the River, a first year event, was held in Nov. 2013 in Curtis Hixon Waterfront Park. The event combined craft beer tastings and classic Tampa cigar rolling with Steve Otto's 24th Annual Chili Cook Off. Proceeds of beer and wine sales benefited Friends of the Riverwalk.



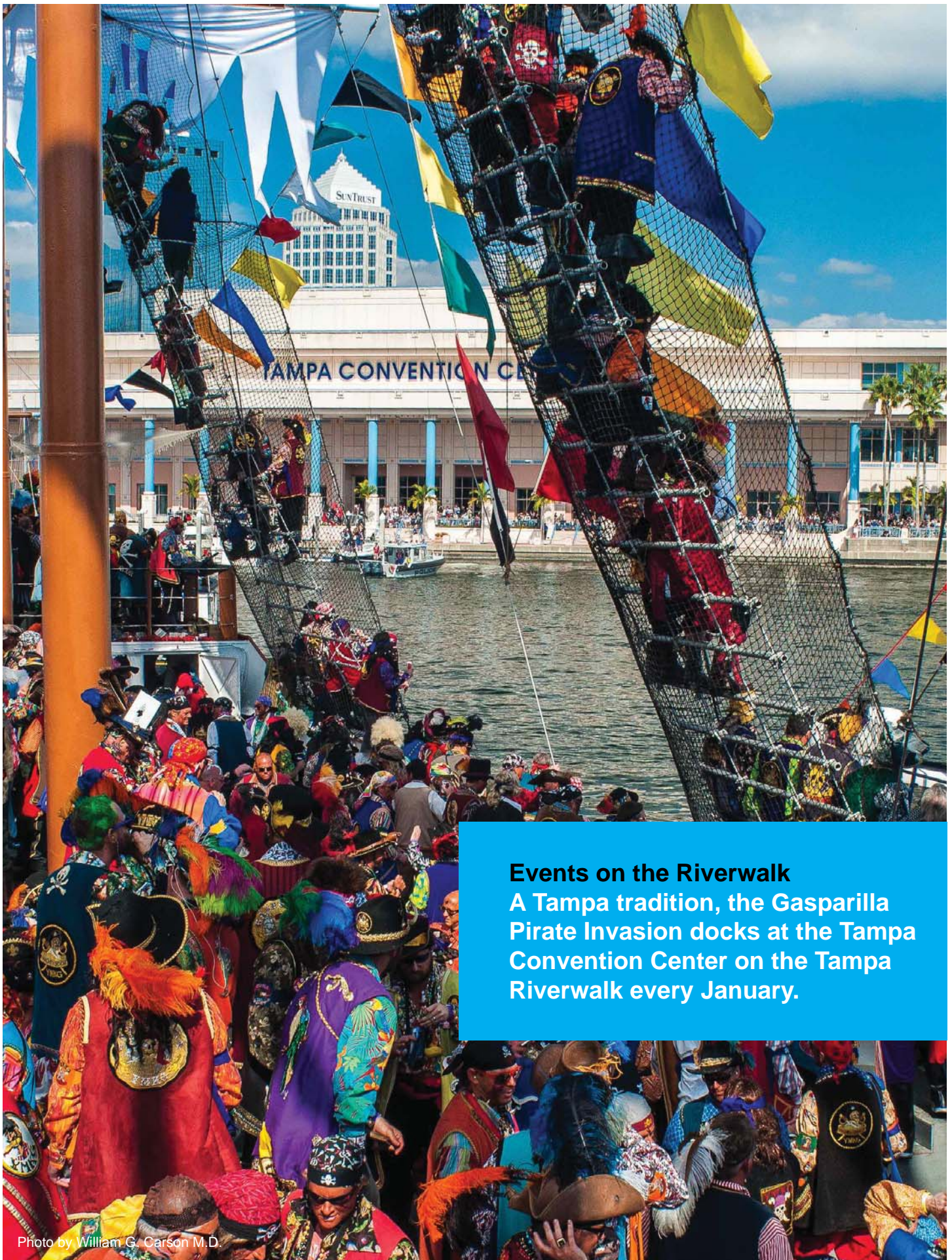
McCAFE WINTER WONDERLAND @ THE TAMPA CONVENTION CENTER



Ten cities entered as finalist to win a McDonald's McCafe Winter Wonderland via a national Twitter contest and the City to get the most votes via tweets, using the hashtag #MomentsofWonder, could win a snow day in their city. Tampa was the lucky winner of the contest with the most tweets for a snow day in the sunny Florida weather!

On December 14, 2013 the Tampa Riverwalk hosted the McCafe Winter Wonderland. The event was free to the public with White Chocolate Mocha samples, a live DJ and real snow. Thank you to the Tampa Convention Center, the Sail Pavilion on the Tampa Riverwalk and McCafe for their assistance with this event.





Events on the Riverwalk
A Tampa tradition, the Gasparilla Pirate Invasion docks at the Tampa Convention Center on the Tampa Riverwalk every January.


WEBSITE

THETAMPARIVERWALK.COM

Friends of the Riverwalk worked with Bayshore Solutions, a web development firm and member of Friends of the Riverwalk, to design and develop a new look for thetampariverwalk.com website. The new website features an interactive photo slider on the homepage that can be easily updated to reflect current initiatives of the organization or events along the Riverwalk. The site also features a streamlined online membership application for easy sign up and renewal, as well as an online payment form for the Paving the Way personalized paver program.

Friends uses the new website and various digital outreach including Facebook and Twitter to promote events and activities along the Tampa Riverwalk. As the completion of the Riverwalk approaches, the digital outreach is also used to notify the public about construction progress.





THINGS TO DOEVENTSPLAN YOUR DAYGET INVOLVEDNEWS AND PHOTO GALLERYHISTORICAL MONUMENT TRAILABOUT US

PAVING THE WAY

GET INVOLVED

Why We Need Support

Membership

Paving the Way

Paver Donors

Merchandise

Volunteers

Paver Order Form

☐ I would like to make a donation to the Tampa Riverwalk

☐ I would like to make a donation to the Historical Monument Trail

☒ I would like to purchase a personal granite paver at \$100 each

☐ I would like to purchase a corporate granite paver at \$250 each

☐ I would like to become a member

Billing Information

* Required

Company:

Title: -- Title --

First Name / MI / Last Name:

Street Address 1:

Street Address 2:

City / State / Zip Code:

Phone:

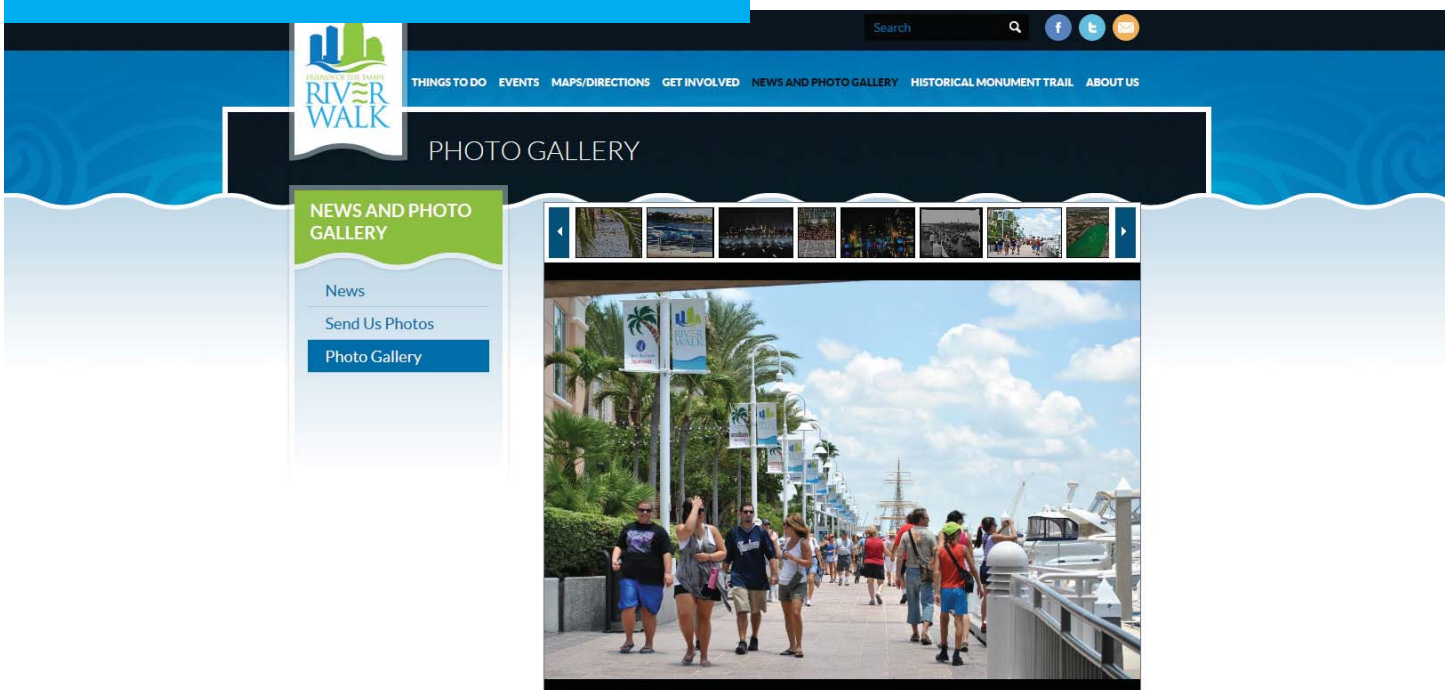
Email:

☒ Publish my name in a listing of donors (uncheck to decline)

☒ Add me to mailing list (uncheck to decline)

New website features: photo sliders on the homepage, online payment forms for new membership and the Paving the Way Paver Program, events calendar and photo gallery.

line maximum and no more than 18 characters per line, including used and the text on the paver will automatically be centered. Pavers

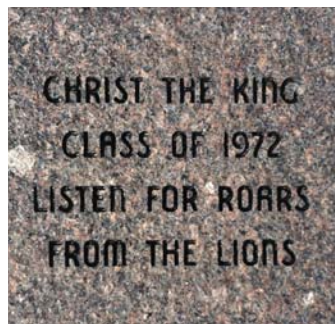


PROGRAMS

PAVING THE WAY & RIVERWALK BANNERS

Friends of the Riverwalk continued its successful Paving the Way program and corporate banner program in 2013. The Paving the Way program has raised funds for the organization while adding 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 12x12 granite paver. Many marriage proposals, new additions to families, significant conferences and major events were memorialized on the Riverwalk this year.

Corporate members may promote their business or special event with the corporate banner program. The banners are displayed along the Riverwalk year round as an effort to enhance the brand of the Tampa Riverwalk, as well as to promote our supportive members.





Paving the Way Program
In 2013, 80 personalized pavers were engraved on the Tampa Riverwalk.



Riverwalk Corporate Banners
Members and adjacent businesses
help create brand identity on the
Tampa Riverwalk.

HISTORICAL MONUMENT TRAIL

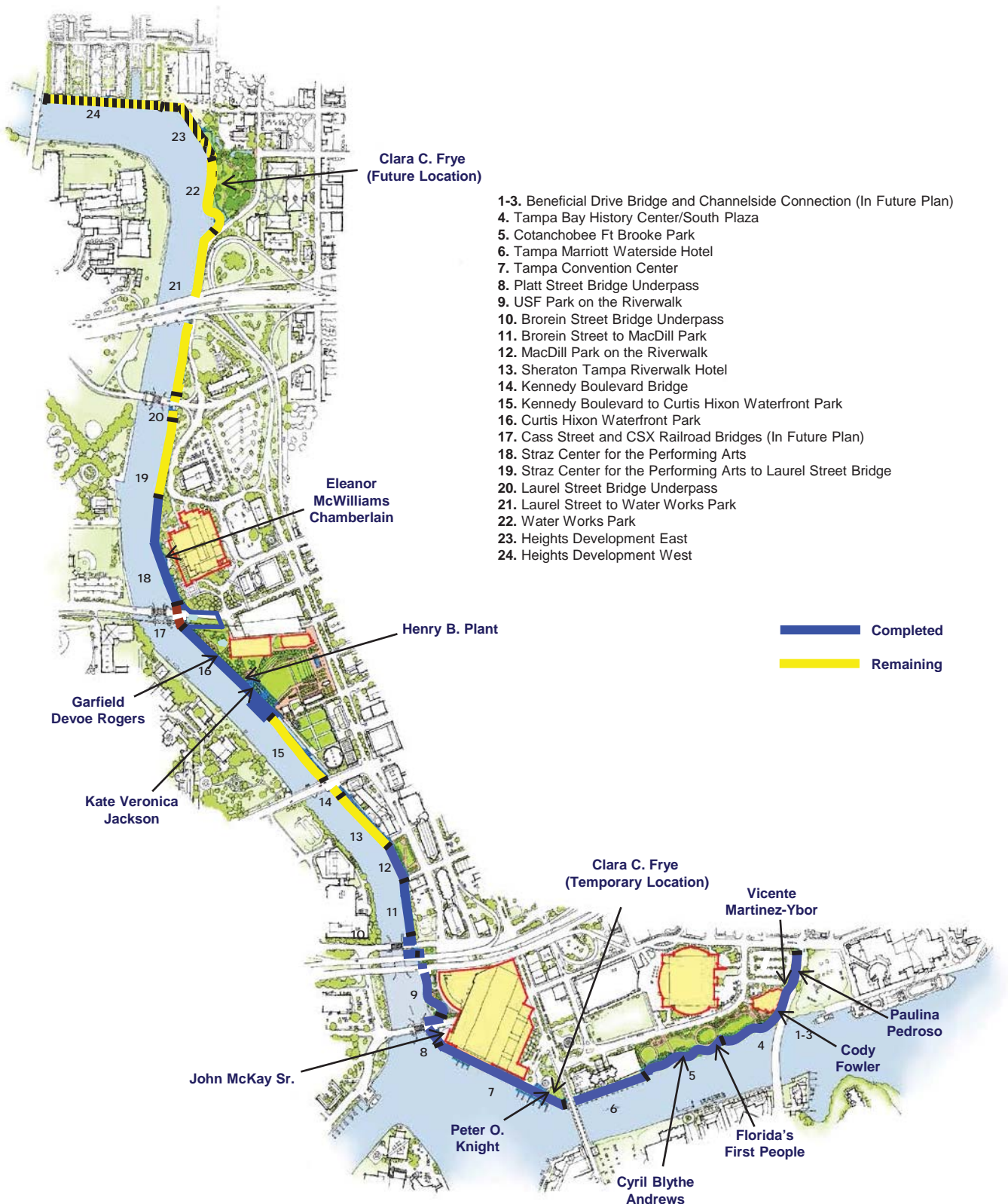
SIX NEW HONOREES INSTALLED

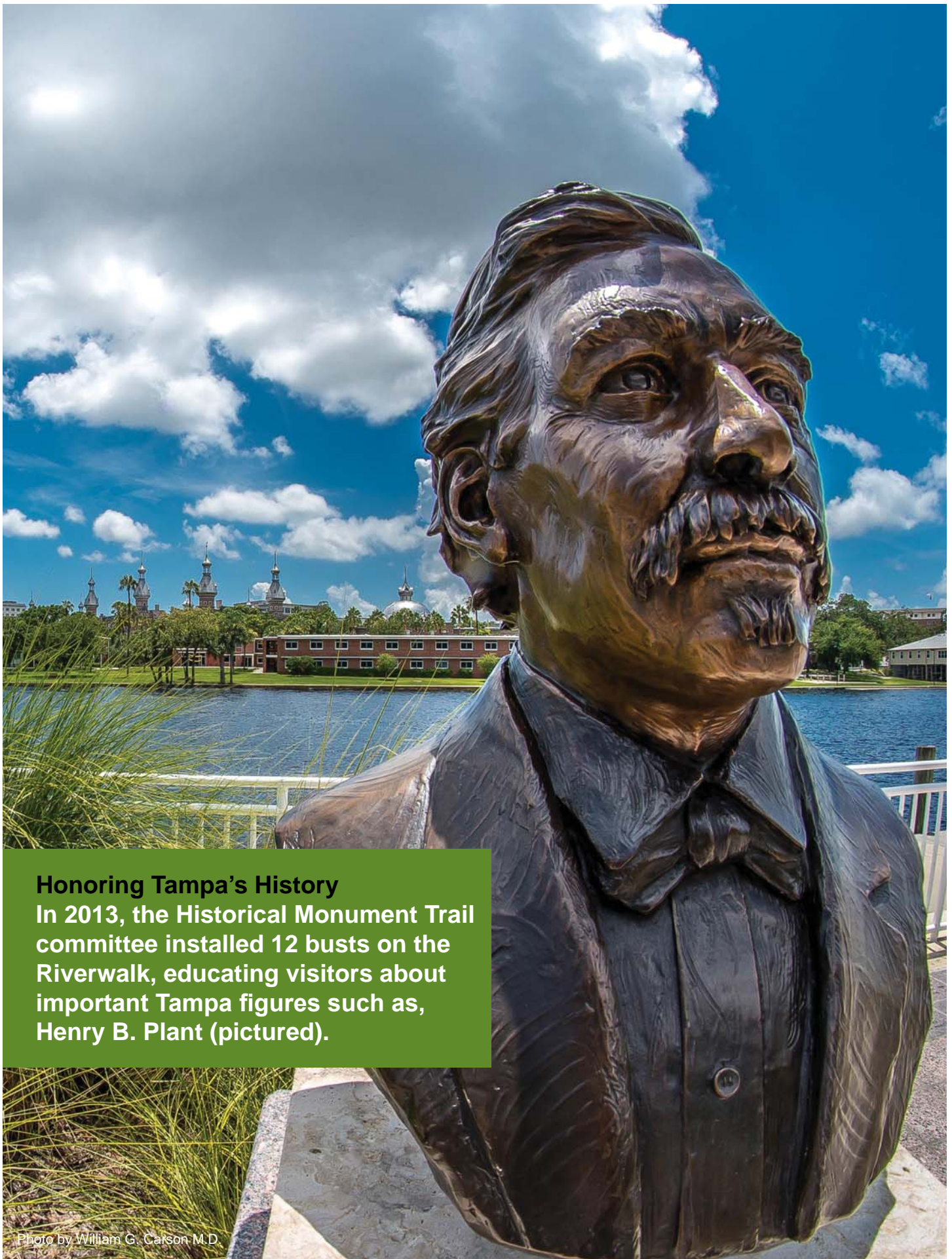


Mayor Bob Buckhorn, in conjunction with the Friends of the Riverwalk, unveiled the second group of Tampa's honorees memorialized along the Historical Monument Trail on the Tampa Riverwalk, on Dec. 6, 2013. The Trail, established in 2012, serves as an educational tool to residents and visitors. The busts, statues, and monuments represent significant events and noteworthy people that have shaped the history of Tampa and Hillsborough County.

Ultimately, more than 30 honored historical persons and numerous historical informational monuments will spread across the length of the Riverwalk, and the public will be encouraged to nominate significant events and persons for consideration. The Committee, led by Friends of the Riverwalk President Steve Anderson, is already working the next set of honorees to be added in 2014.

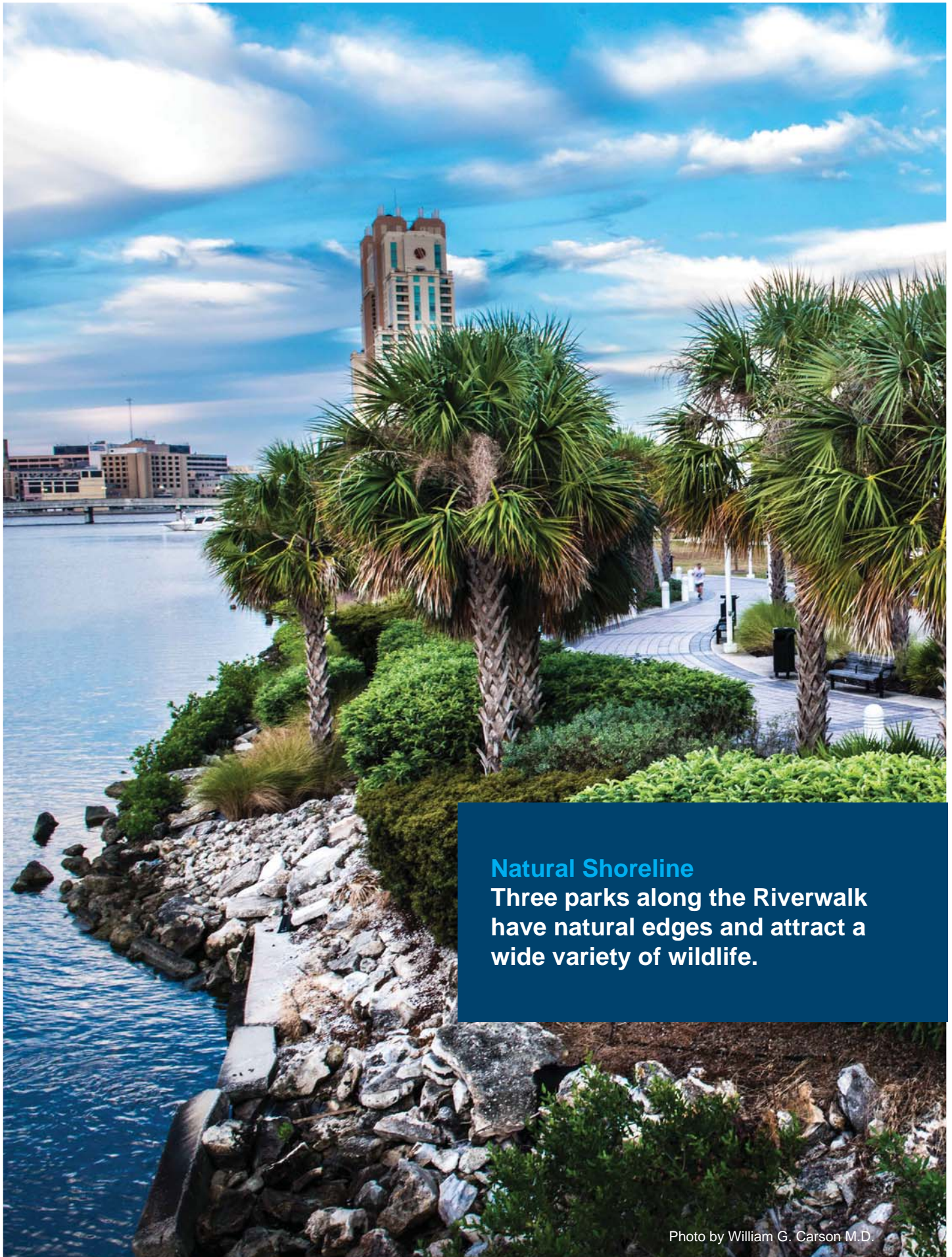
HISTORICAL MONUMENT TRAIL LOCATIONS





Honoring Tampa's History
In 2013, the Historical Monument Trail committee installed 12 busts on the Riverwalk, educating visitors about important Tampa figures such as, Henry B. Plant (pictured).

Photo by William G. Carson M.D.



Natural Shoreline

Three parks along the Riverwalk have natural edges and attract a wide variety of wildlife.

Photo by William G. Carson M.D.

PROFESSIONAL STAFF

SHAUN DRINKARD, EXECUTIVE DIRECTOR



Shaun received his Bachelor of Landscape Architecture degree from Louisiana State University in 2004. While at LSU he held the position as President for the Louisiana student chapter of American Society of Landscape Architects. He currently stays involved in the local community by serving on the Board of Directors for the Gasparilla Festival of the Arts where he was the 2013 Festival President.

Before his current position, Shaun worked for WilsonMiller Stantec in the field of Landscape Architecture and Urban Design. While at WilsonMiller Stantec he worked as part of the design team for projects including: Channel District Strategic Action & Implementation Plans, award-winning Washington Street Park, and Albert Whitted Waterfront Park to list a few. After WilsonMiller Stantec Shaun joined the Tampa Downtown Partnership as Director of Placemaking, where he took a multi-faceted approach to the planning, design and management of public spaces. Shaun helps visions evolve quickly into implementation strategies, beginning with small-scale, do-able improvements that can immediately bring benefits to public spaces and the people who use them. Aside from his professional life Shaun enjoys experiencing the outdoor urban lifestyle by exploring the Bay area through photography, cycling, running and kayaking.

sdrinkard@thetampariverwalk.com

ASHLY ANDERSON, PLACEMAKING & URBAN DESIGN MANAGER



Ms. Anderson holds a Master of Urban & Community Design from the University of South Florida and a Bachelor's of Fine Arts in Interior Design from the Art Institute of Tampa. Before her current position, Ashly worked as a designer at a private architecture and engineering firm, RS&H, for five years. Her work at RS&H included the design and management of building projects for clients such as Raymond James, Tampa International Airport, Wells Fargo, Moffitt Cancer Center and the Department of Transportation.

Ashly serves as the President of the Urban Charrette, a non-profit focused on educating communities and leaders on quality urban design and also serves as current Secretary of the Gasparilla Festival of the Arts, a 44 year-old public art festival in Downtown Tampa.

aanderson@thetampariverwalk.com

©2014
Friends of the Riverwalk
400 N. Ashley Dr., Suite 2125
Tampa, FL 33602
813.221.1539
thetampariverwalk.com