

FRIENDS OF
THE TAMPA
RIVER
WALK



2024



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.

2024 Volunteer
Hours

999

2024 Dollars
Raised

\$592k

2024 Program
Participants

143k

Staff



MARYBETH WILLIAMS
Executive Director



CASEY YOUNG
Marketing and Events Manager

2025 Board of Directors

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At-Large Executive Committee
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Strategic Property Partners

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University of South Florida

Candace Rotolo
Point of View Communications

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Pepin Distributing Company

Glenn Zimmermann
Mad Bear Productions

OUR HISTORY

Raised almost \$3 million in cash and in-kind for the initial Riverwalk development.

Transferred over \$1 million directly to the city to fund design and construction activity.

- 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**
Brerein Street Underpass, Brownstone, CapTrust and TCC connector completed
- 2014**
Water Works Park completed
- 2015**
Kennedy Boulevard Plaza - 1,460 feet over water - funded by TIGER Grant completed
- 2016**
Straz Center to Water Works Park - funded by TIGER Grant completed
- 2020**
The Heights District Riverwalk extension completed
- 2027**
Scheduled completion of West Riverwalk - funded by the BUILD Grant



KEY STATS & IMPACTS

185

185 pavers were engraved in 2024. The Friends of the Tampa Riverwalk 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 of the Tampa Riverwalk through in-kind, cash, and grants to fund the installation of the 30 commemorative monuments.

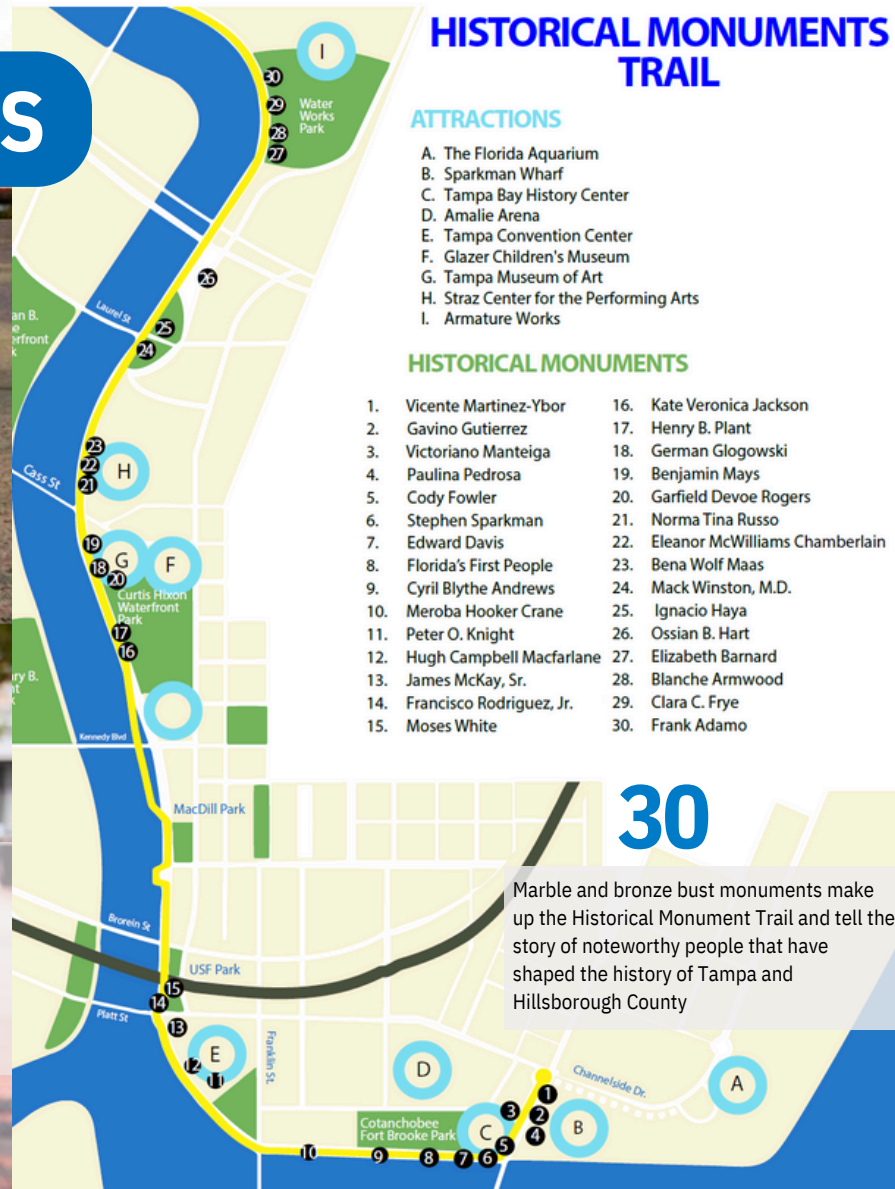
HISTORICAL MONUMENTS TRAIL

ATTRACTIONS

- A. The Florida Aquarium
- B. Sparkman Wharf
- C. Tampa Bay History Center
- D. Amalie Arena
- E. Tampa Convention Center
- F. Glazer Children's Museum
- G. Tampa Museum of Art
- H. Straz Center for the Performing Arts
- I. Armature Works

HISTORICAL MONUMENTS

- | | |
|------------------------------|------------------------------------|
| 1. Vicente Martinez-Ybor | 16. Kate Veronica Jackson |
| 2. Gavino Gutierrez | 17. Henry B. Plant |
| 3. Victoriano Manteiga | 18. German Glogowski |
| 4. Paulina Pedrosa | 19. Benjamin Mays |
| 5. Cody Fowler | 20. Garfield Devoe Rogers |
| 6. Stephen Sparkman | 21. Norma Tina Russo |
| 7. Edward Davis | 22. Eleanor McWilliams Chamberlain |
| 8. Florida's First People | 23. Bena Wolf Maas |
| 9. Cyril Blythe Andrews | 24. Mack Winston, M.D. |
| 10. Meroba Hooker Crane | 25. Ignacio Haya |
| 11. Peter O. Knight | 26. Ossian B. Hart |
| 12. Hugh Campbell Macfarlane | 27. Elizabeth Barnard |
| 13. James McKay, Sr. | 28. Blanche Armwood |
| 14. Francisco Rodriguez, Jr. | 29. Clara C. Frye |
| 15. Moses White | 30. Frank Adamo |



30

Marble and bronze bust monuments make up the Historical Monument Trail and tell the story of noteworthy people that have shaped the history of Tampa and Hillsborough County

FRIENDS OF THE TAMPA RIVERWALK IMPACT



PROMOTE



WEBSITE

THETAMPARIVERWALK.COM



Brochure Quick Facts:

- Over 150,000 copies distributed annually
- Distributed to more than 500 locations in the Tampa Bay area and the Official Florida Welcome Centers
- The #1 brochure pulled from racks in Tampa Bay

27K
MONTHLY VISITORS

51K
MONTHLY ACTIONS

22.3K
MONTHLY PAGE VIEWS



RIVERWALK BANNERS

Premier ad placement for 41 Tampa Bay businesses on 202 banners.

WEEKLY NEWSLETTER

INFO@THETAMPARIVERWALK.COM

5.9K
SUBSCRIBERS

GENERATED
\$26K
IN DONATIONS

INSTAGRAM ANALYTICS FACEBOOK ANALYTICS

@tampa_riverwalk

Tampa Riverwalk

2.6K
FOLLOWERS

2K+
STORY VIEWS

71K
FOLLOWERS

53K
LIKES

7.1K
ACCOUNTS
REACHED

1K
MONTHLY
IMPRESSIONS

4.9K
MONTHLY
ENGAGEMENTS

78.7K
ACCOUNTS
REACHED



SPECIALTY CUP PROGRAM

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

ACTIVATE



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, a pumpkin patch, and a Halloween themed movie on the big screen in Curtis Hixon Park.

20K
ATTENDEES

53
TREAT STATIONS

3K
TREAT BAGS

8
FOOD TRUCKS

1.5
MILES

2
PARKS

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 with the Mayor's lighting of the Riverwalk Holiday Trees. The Holiday Spectacular continues with festive holiday displays floating in the river as you stroll along the Riverwalk. The event is capped off with one of the largest Holiday Boat Parades 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.

60K
SPECTATORS

400+
BOATS

29
LIGHTED
DISPLAYS

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 over half 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.

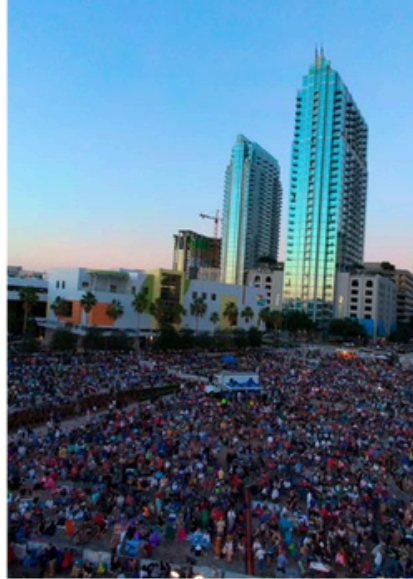
25K
ATTENDEES

50+
VENDORS

17
RESTAURANTS

12
LOCAL BANDS

RIVERFEST





ACTIVATE

4TH OF JULY

Celebrate Independence Day at the Tampa Riverwalk with a spectacular day of fun and family-friendly activities. The line-up of free events includes the Annual 4th of July Boat Parade and Blessing of the Fleet, a Water Ski Show by the Tampa Bay Water Ski Team, and concludes with a spectacular nighttime fireworks display over Sparkman Wharf.

34K
SPECTATORS

100+
BOATS

10
VENDORS

4TH OF JULY





ACTIVATE

CLEANUPS

Volunteers are welcome to join the Friends of the Tampa Riverwalk quarterly cleanups. The cleanups are in partnership with Keep Tampa Bay Beautiful's Trash Free Waters Program. They serve 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. It is also a great way to earn volunteer service hours!

167
PARTICIPANTS

154
BAGS OF TRASH

634
POUNDS OF
TRASH

501
VOLUNTEER
HOURS

CLEANUPS

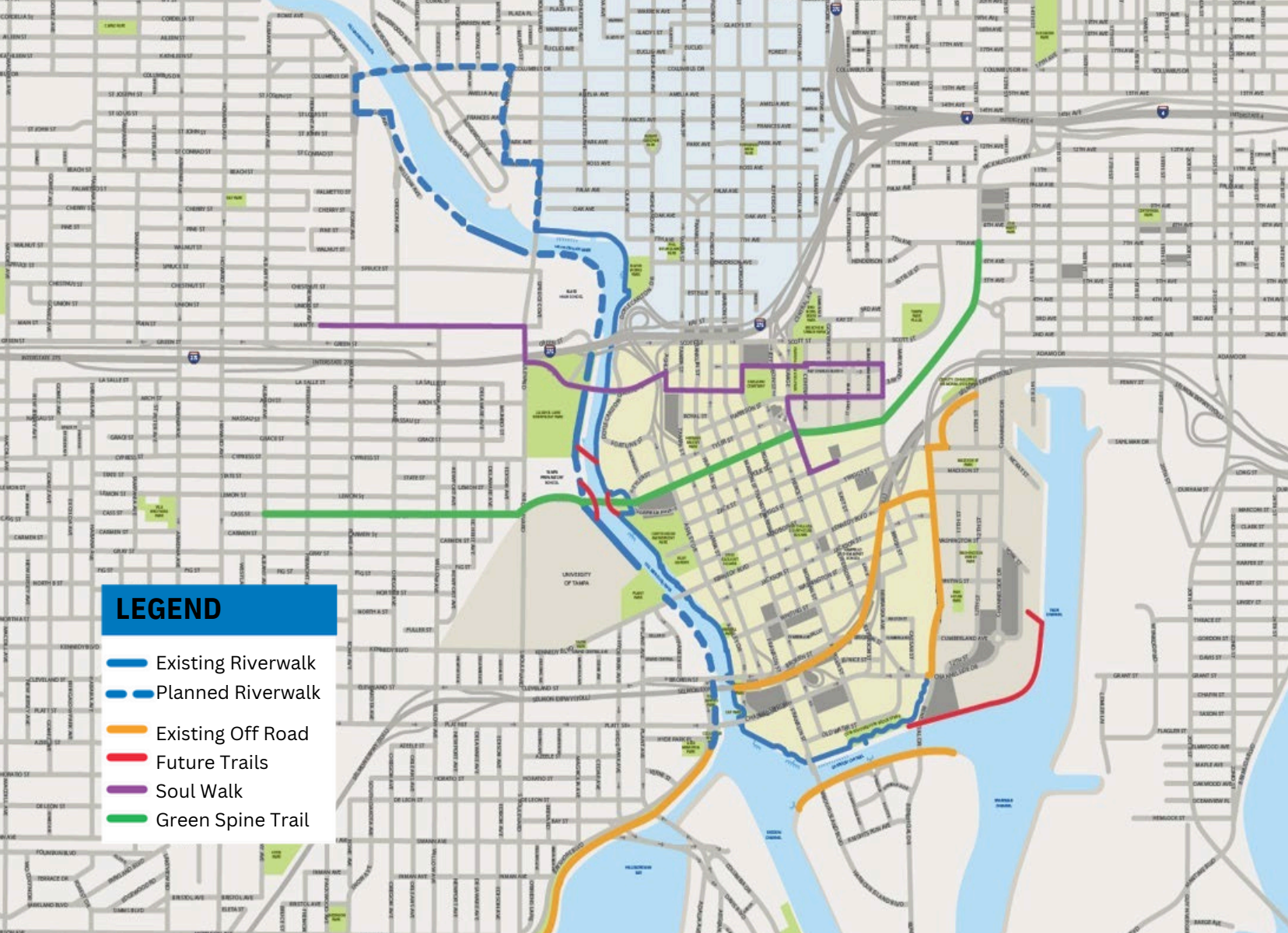


DEVELOP



LEGEND

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



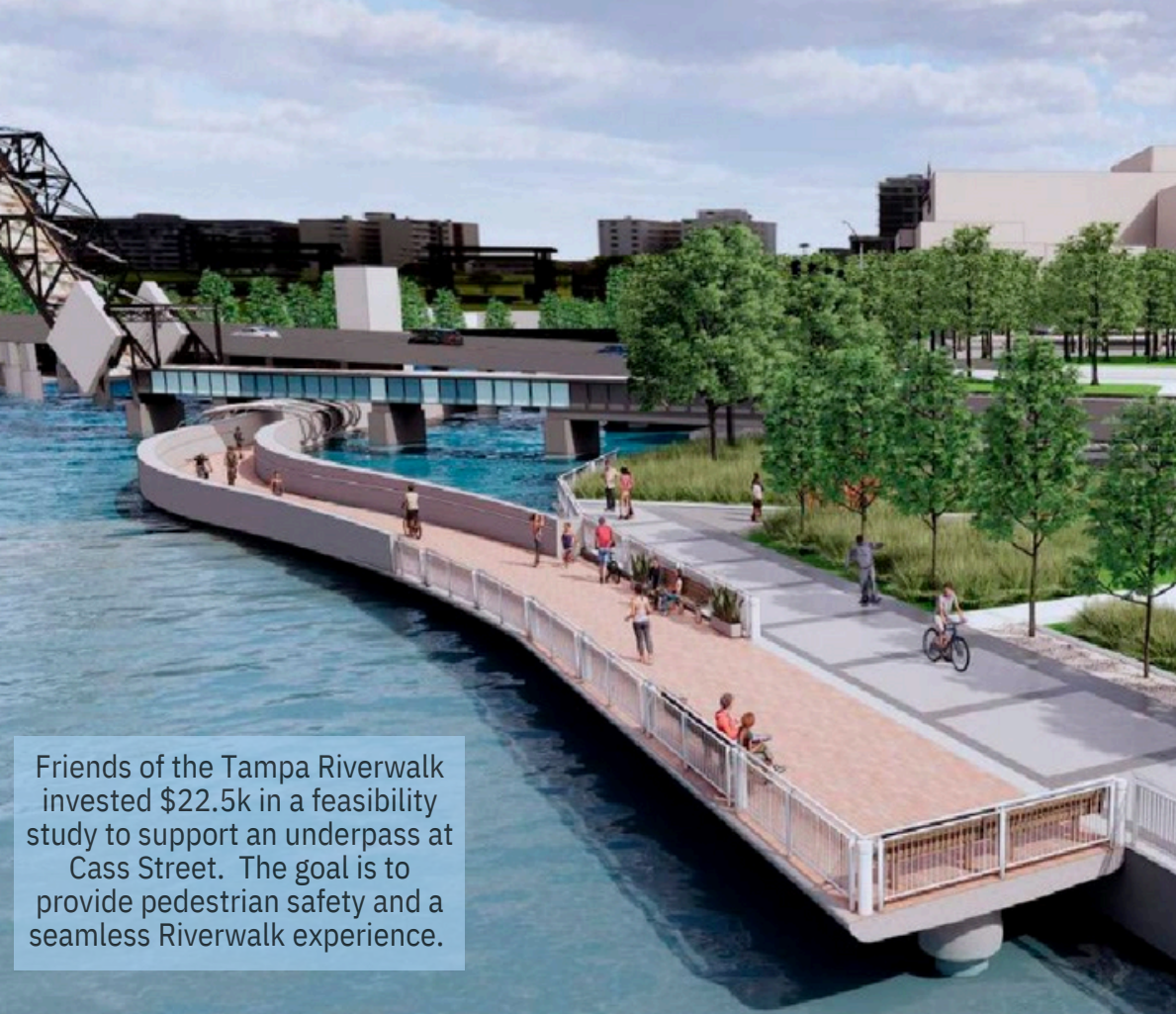
DEVELOP



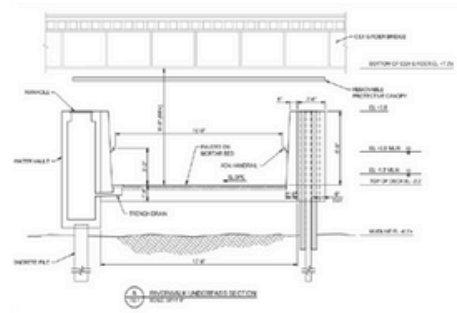
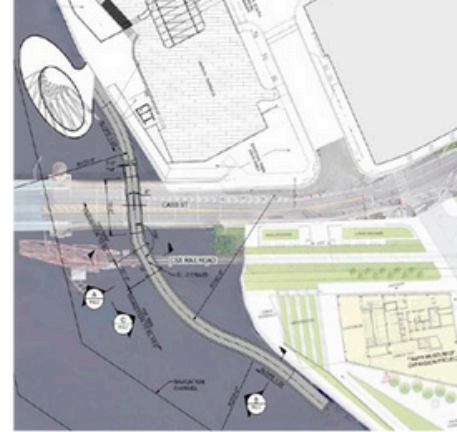
WEST RIVERWALK

Friends of the Tampa Riverwalk fully supports the West River Project and looks forward to working with the City of Tampa to activate and promote the west side of the riverfront.



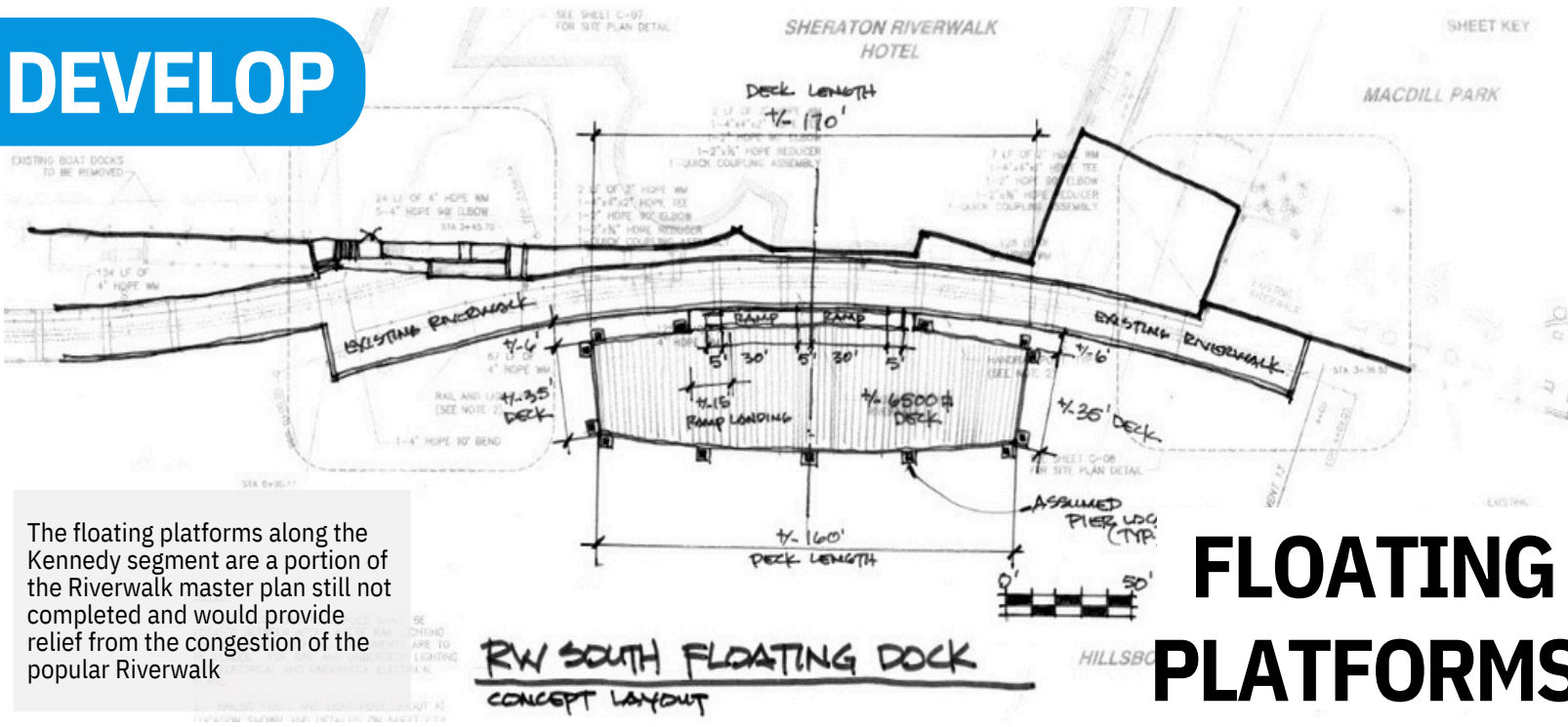


Friends of the Tampa Riverwalk invested \$22.5k in a feasibility study to support an underpass at Cass Street. The goal is to provide pedestrian safety and a seamless Riverwalk experience.



CASS STREET BRIDGE UNDERPASS

DEVELOP



The floating platforms along the Kennedy segment are a portion of the Riverwalk master plan still not completed and would provide relief from the congestion of the popular Riverwalk

FLOATING PLATFORMS

