BIENNIAL DOWNTOWN TAMPA
WORKER AND RESIDENT STUDY

Conducted by HCP Associates on behalf of the Tampa Downtown Partnership

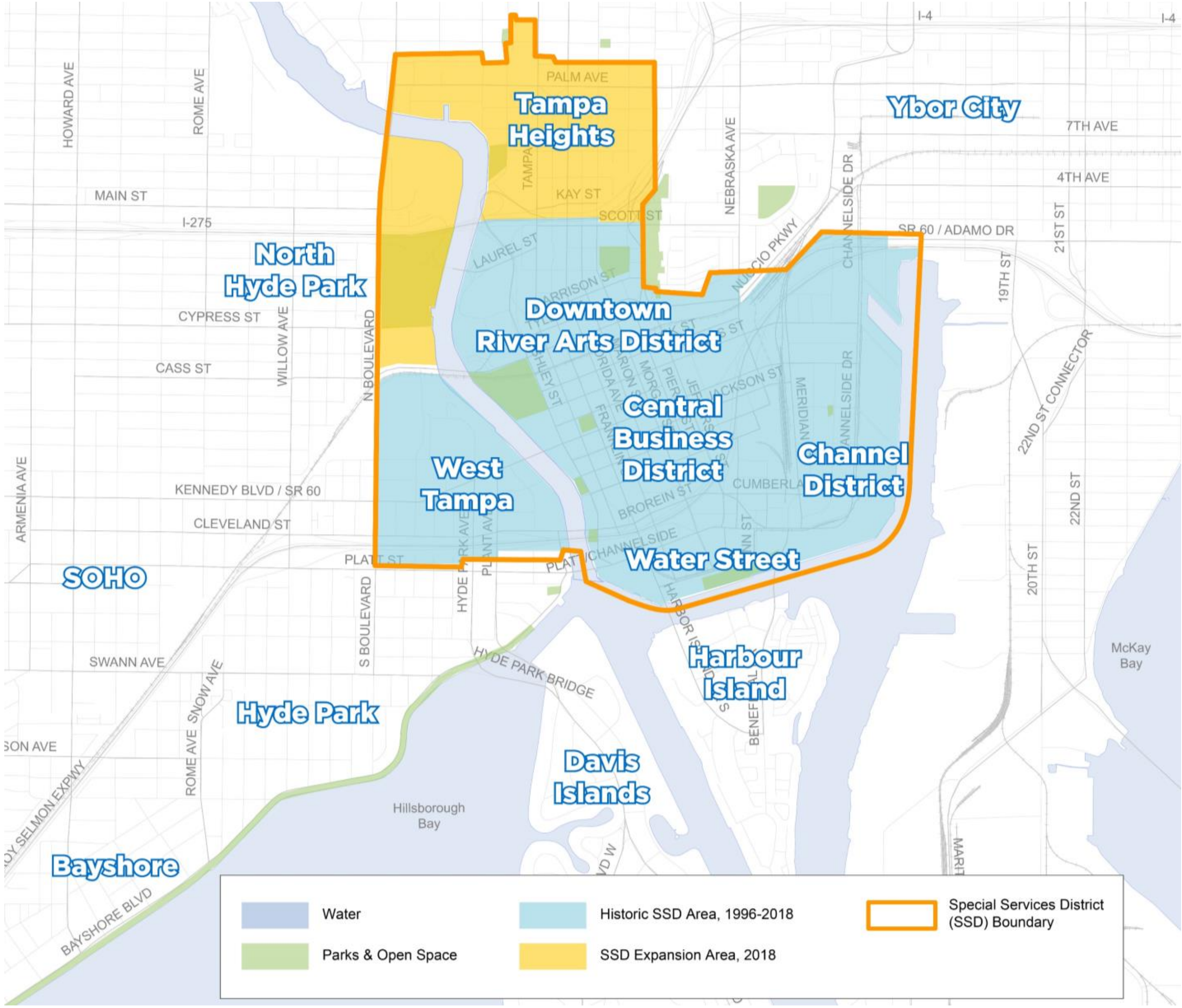
Background

Study was established as a baseline study in 2008

Results from prior years' studies have given rise to enhanced accessibility to the river, new attractions, and more

Tampa's valued stakeholders were asked to offer insight into the future of Downtown

The 2018 study incorporated the SSD's expanded boundaries



What is Downtown Tampa's Greatest Asset?

Resident & Worker Assets: Top 6 Trending

2018

Category	Relative Frequency
Riverwalk	**6.9**
Water access/ Waterfront	3.5
Parks	2.7
Restaurants/Bars	1.9
Activities/Events/ Things to do	1.9
Museums/Aquarium/ Theatres	1.6

2016

Category	Relative Frequency
Riverwalk	**5.0**
Parks	3.1
Water access/ Waterfront	3.1
Museums/Aquarium/ Theatres	3.0
Amalie Arena	2.2
Restaurants/Bars	2.0

2014

Category	Relative Frequency
Parks	2.9
Water access/ Waterfront	2.8
Museums/Aquarium/ Theatres	2.3
Riverwalk	**2.2**
Restaurants/Bars	2.0
Other	1.7

2012

Category	Relative Frequency
Water access/ Waterfront	4.7
Museums/Aquarium/ Theatres	4.0
Parks	3.7
Location	2.9
Potential/Growth/ Opportunity	2.3
Riverwalk	**2.3**

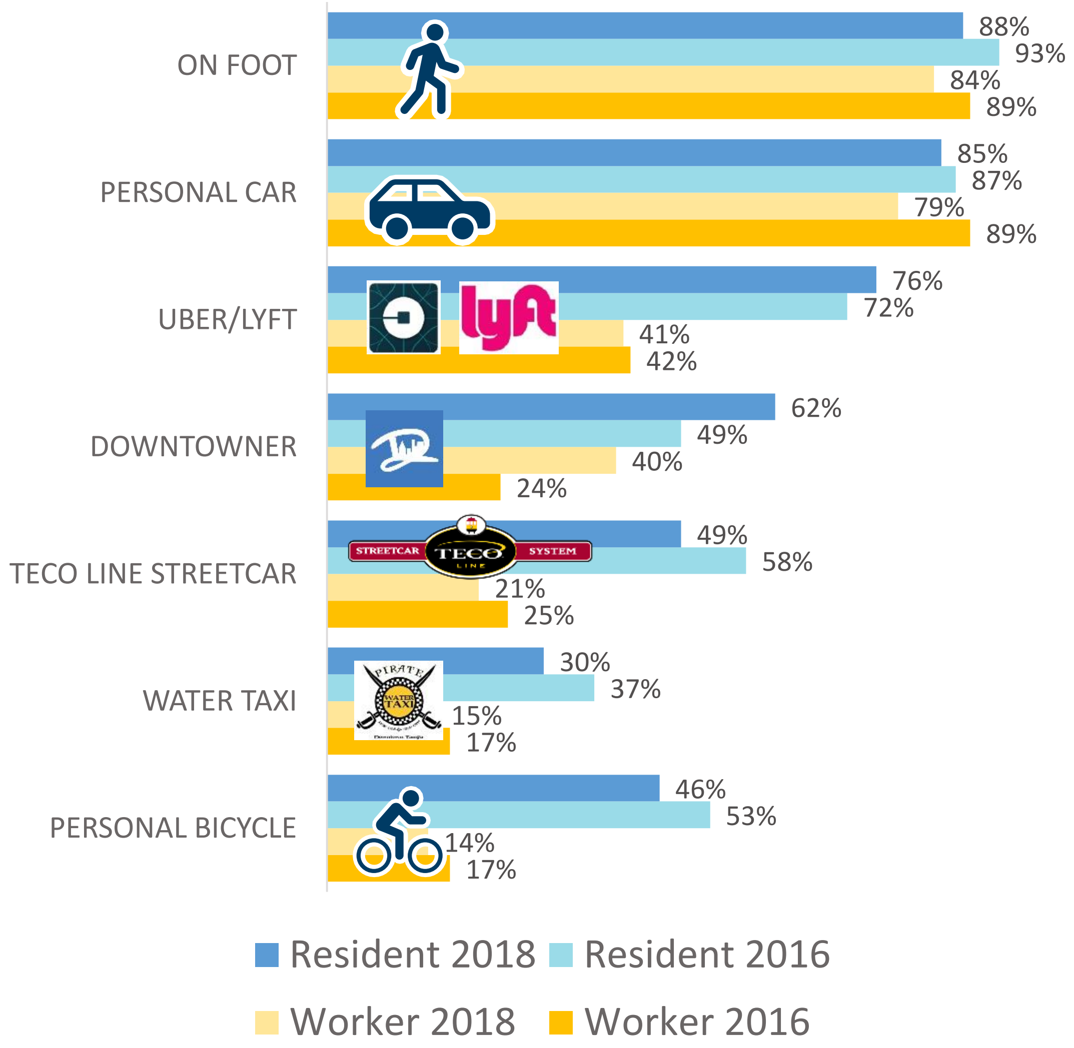
The Riverwalk

“I'm an avid walker on the Riverwalk which is so delightful.”

“I love working in Tampa Heights – easy access to the Riverwalk for a lunchtime walk, lovely places to catch a drink or food after work.”

“Riverwalk is becoming a spine of the area.”

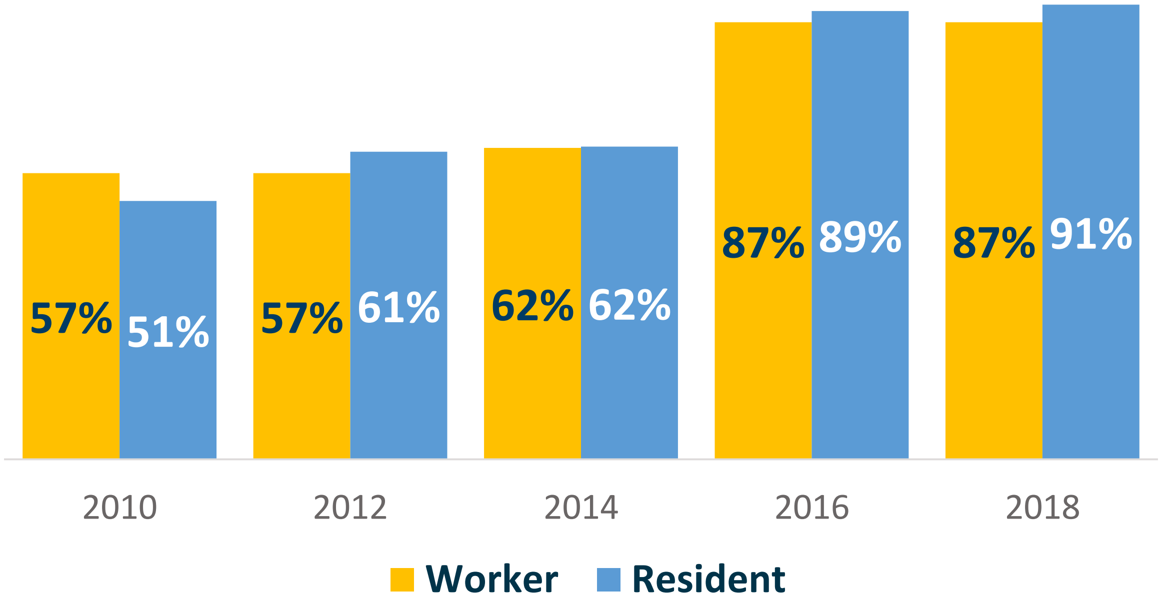
Resident & Worker: Assets (Getting Around Downtown)



35% **Workers**

44% **Residents**

Increase in satisfaction with walking from 2010 to 2018



What is Downtown Tampa's Biggest Opportunity to Improve?

Resident & Worker Feedback: Opportunities

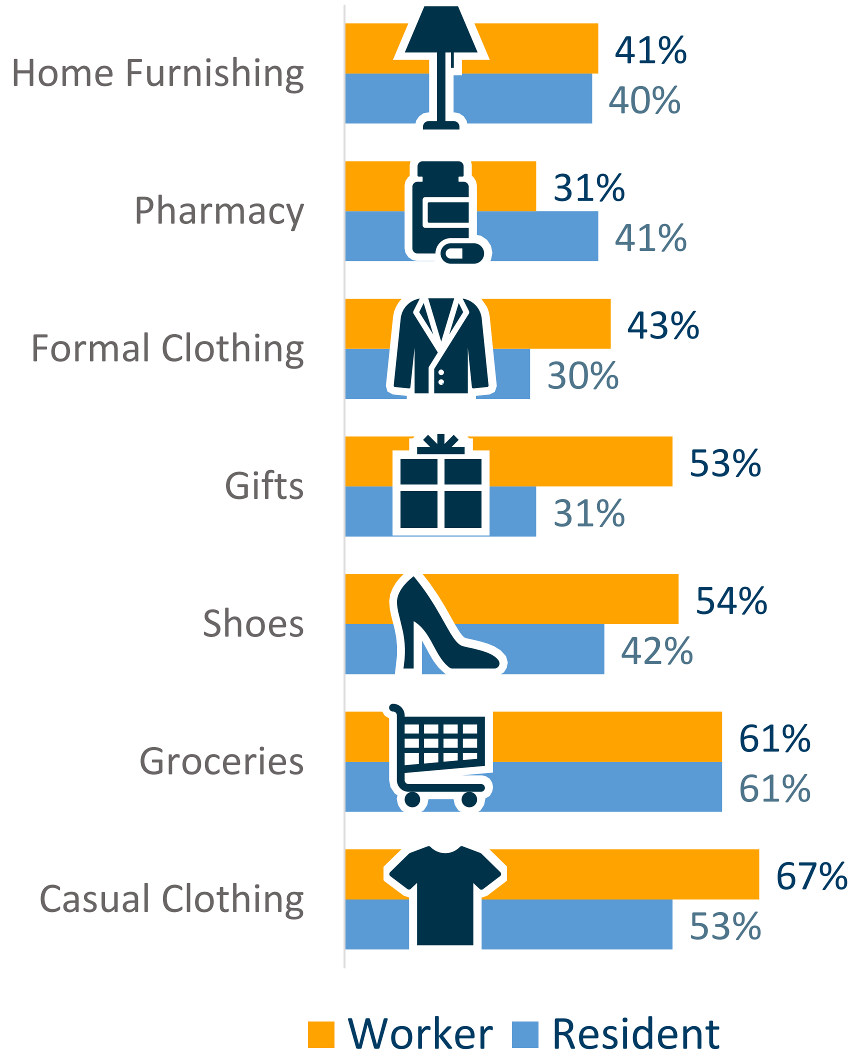
Resident Opportunities

Worker Opportunities

Retail Availability

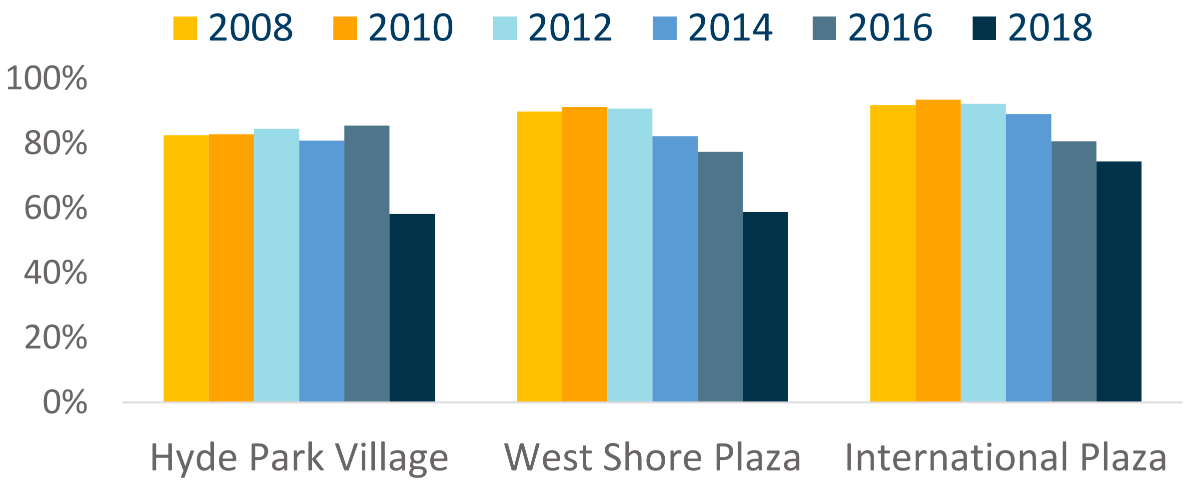
Residents & Workers: Insufficiencies

Insufficiencies in Downtown



Monthly Visit(s) to Shopping Centers

Trend indicates fewer people are visiting shopping centers



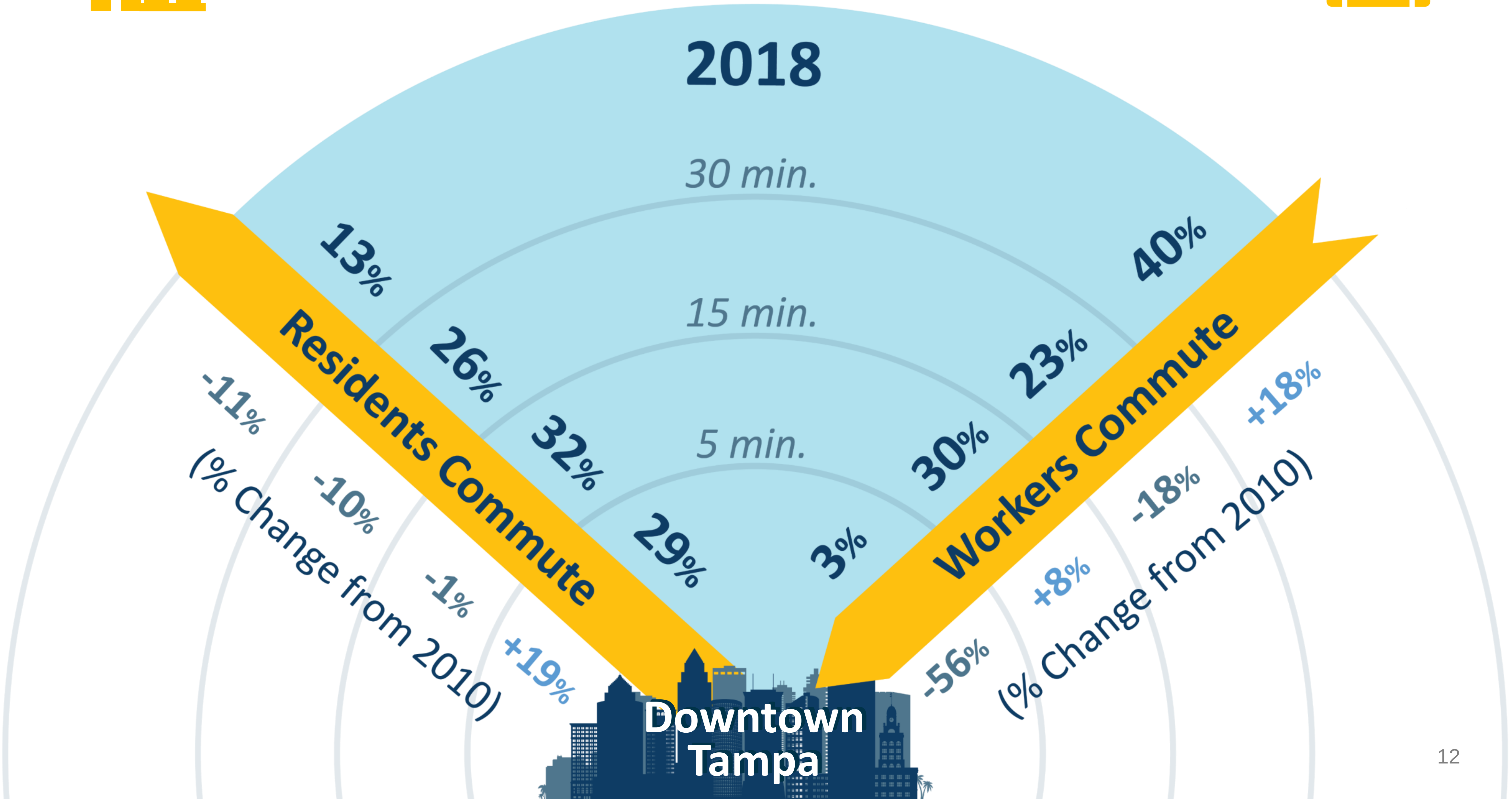
Other Resident & Worker Insufficiencies

Gas Stations

Ice Cream Shops

Parking and Traffic

Residents & Workers: Commute Time



Workers: Parking

How do you pay for parking?

50% Monthly

23% Never Pay to Park

19% Hourly

8% Daily

Transportation Subsidy from Employer

	Parking	Transit
Completely Paid	**28%**	**2%**
Partially Paid	**16%**	**3%**

1% Other Mode

55% None

Types of Parking:

53% Garage

23% Surface Lot

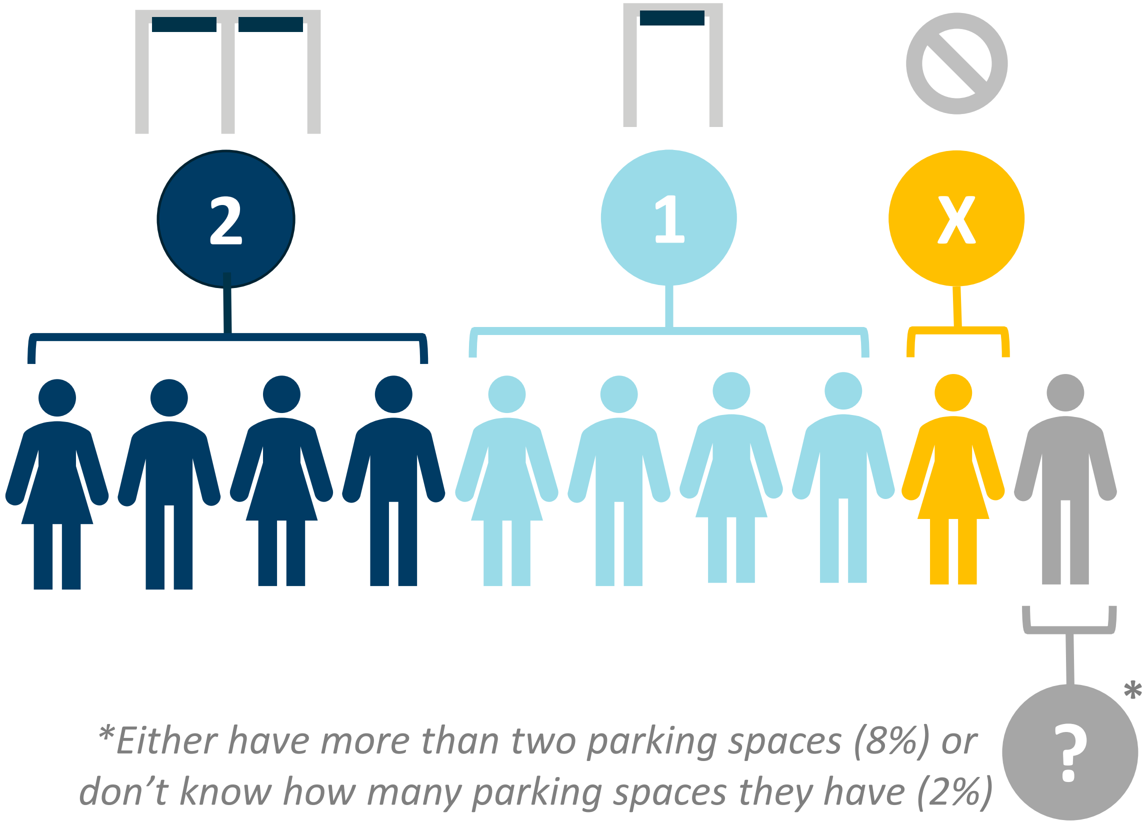
24% Meter (on Street)

60% Pay more to have a parking space closer to destination

40% Pay less to have a parking space further away from destination

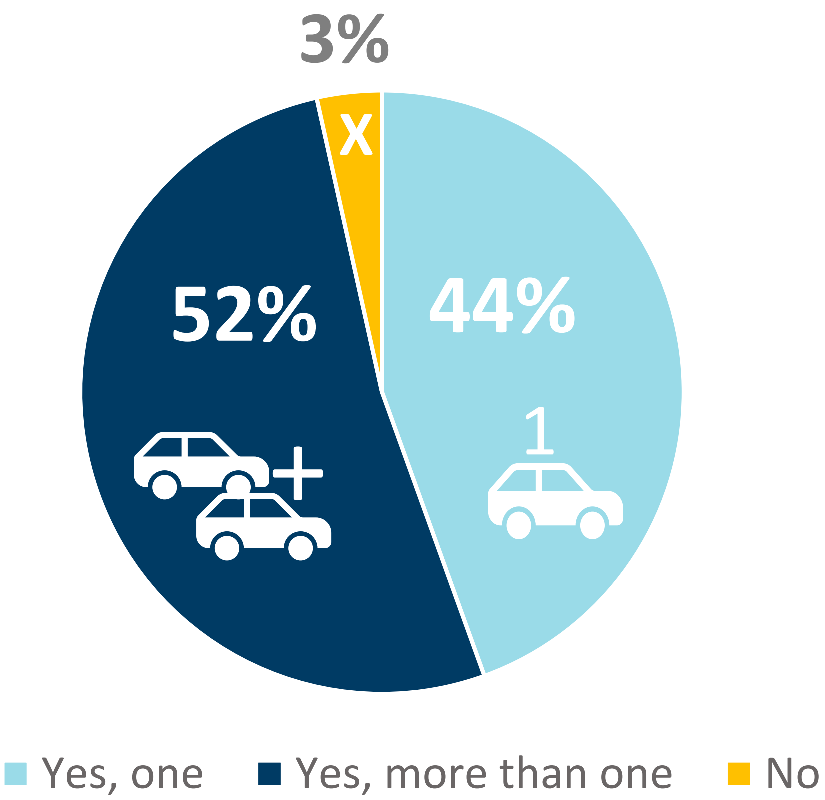
Residents: Parking

How many parking spaces are reserved for your household, excluding visitor parking?



**Either have more than two parking spaces (8%) or don't know how many parking spaces they have (2%)*

Does your household own a car?

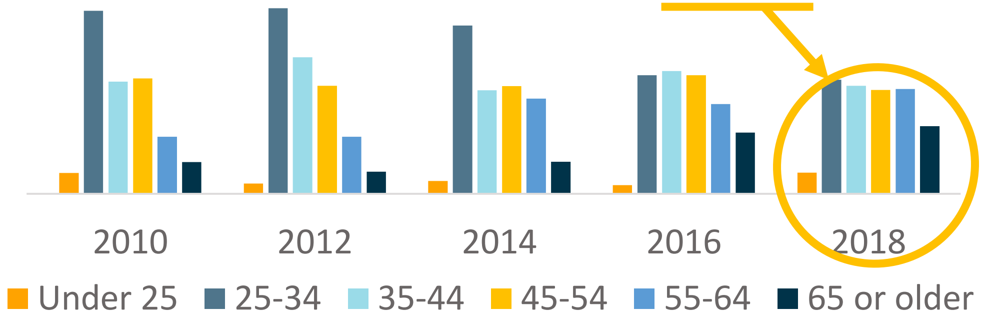


Downtown Tampa: Then and Now

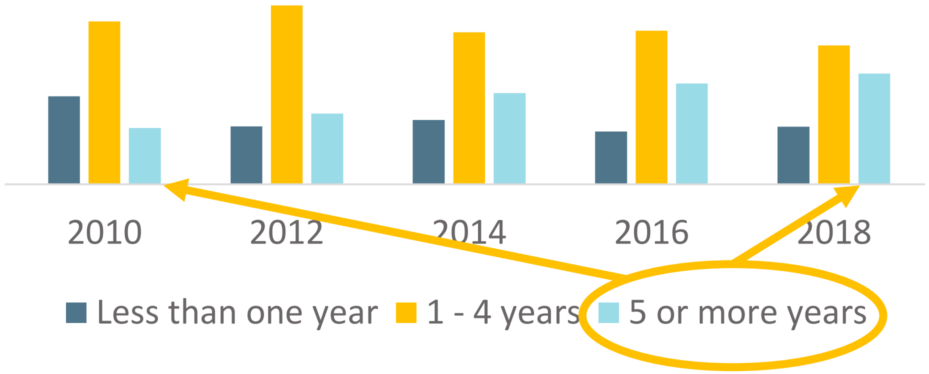
Trending: Resident & Worker Demographics

Resident Age and Tenure

Resident age range is becoming an even mixture of 25-64



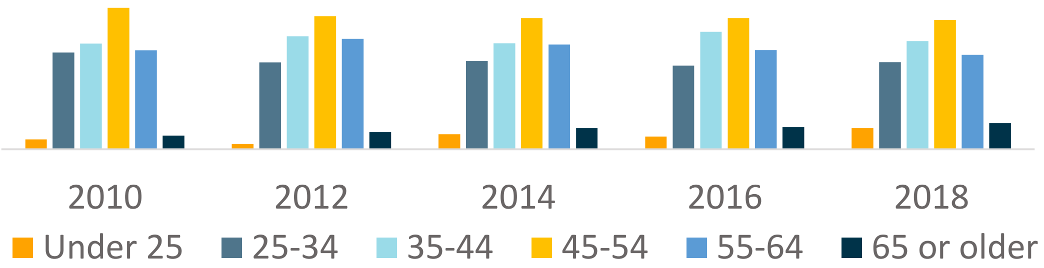
50% Increase in 5+ years tenure from 2010 to 2018



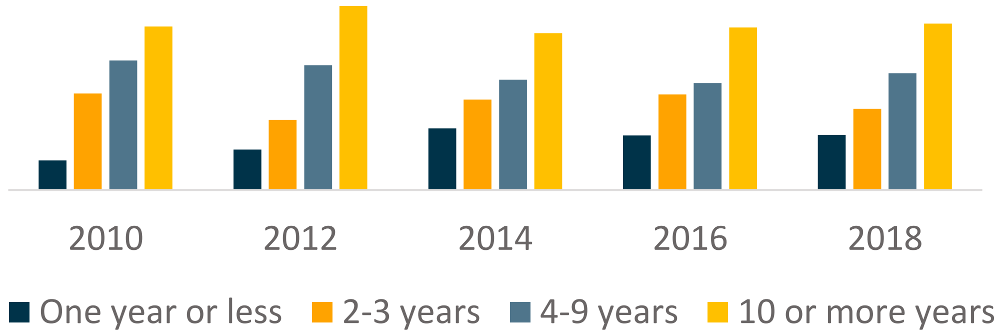
Worker Age and Tenure

Worker's age and tenure remain steady

Age

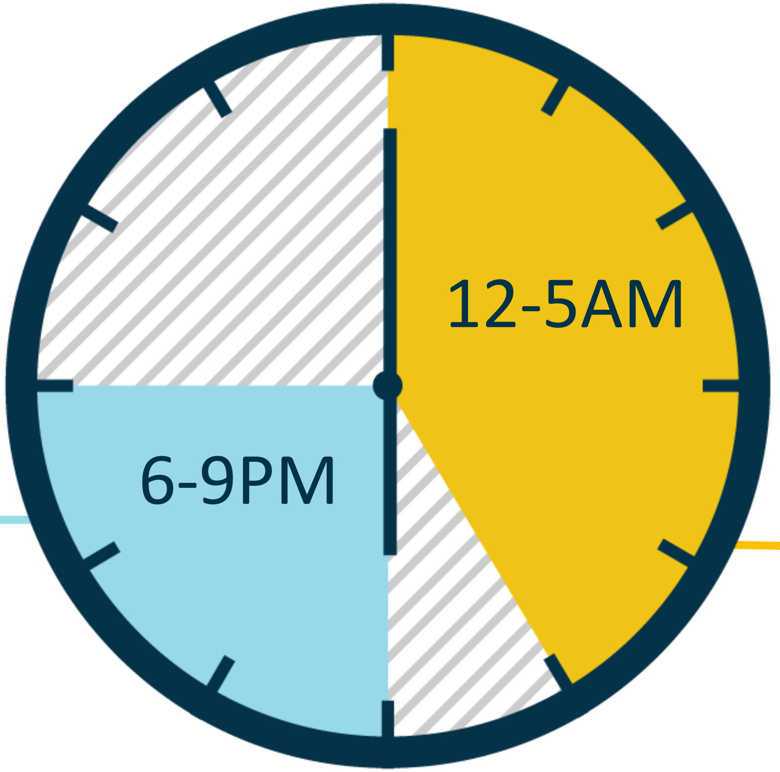


Tenure



Residents: Hours Active in Downtown Tampa

Residents are most active from 6PM to 9PM



Compared to 2016, Residents are more active between the hours of midnight and 5AM

25% Increase in Residents that work from home since 2016

Decreases in daytime activity correlates with increased number of residents working from home

Workers: Hours Active in Downtown Tampa

42%

Increase from 2014 to 2018

4 in 5 leave the workplace to experience Downtown Tampa <u>once a week or more</u>
(*Most frequent reasons are for lunch, followed by taking a walk and errands*)

Workers increasingly lingering into the evening hours as of 2018; suggesting that they are leveraging retail and food/beverage options in Downtown Tampa

Downtown Tampa Then & Now

219%

Growth in total units from 2008

Residencies in Downtown Tampa			
	2008	2016	2018
Total Units	**2,362**	**5,709**	**7,546**
Occupancy Rate	**-**	**86%**	**90%**

Housing Demographics

Residents

64%

Would like to own in Downtown instead of rent

$2,440

Average monthly mortgage threshold

Workers

51% interested in living Downtown within next five years

66%

Would prefer to own in Downtown

$1,798

Average monthly housing threshold

For the 49% uninterested, common reasons include:

- *High rent costs*
- *People not wanting to raise children in Downtown*
- *People wanting a yard for their dogs*

Residents & Workers: Recommend Downtown Tampa

Residents and Workers agree, both are likely to recommend Downtown Tampa as a place to work or live

96% **of Residents**

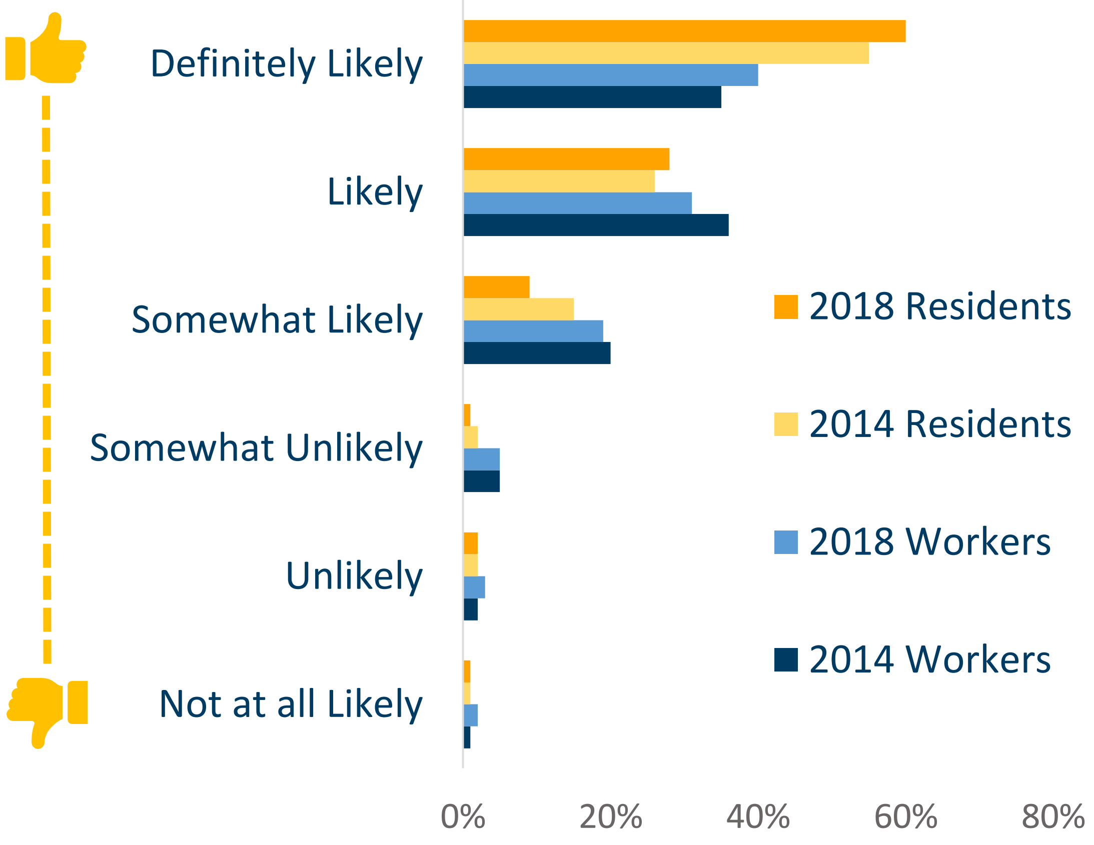
90% **of Workers**

5%

Increase in *"definitely likely"* since 2016

15%

Increase in *"definitely likely"* since 2016



TAMPA
DOWNTOWN PARTNERSHIP

DOWNTOWN TAMPA LOOKING AHEAD

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Research| Strategy |Marketing

Conducted by HCP Associates on behalf of the Tampa Downtown Partnership

This report was created by HCP Associates on behalf of the Tampa Downtown Partnership.

If you have any questions regarding the study, feel free to contact us at **813-318-0565** or submit your question through our contact form at **www.hcpassociates.com/contact.**

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