



The conservancy's primary role is advocacy, events and fundraising.

Funds are raised mainly through government grants, as well as private donations.





Friends of the Riverwalk  
Tampa, FL  
501 (c) (3)  
Founded in 2005  
24 Board Members  
1 Full-Time Staff  
\$330k operating budget (2015)  
2.4 mile waterfront park







The friend's group fundraises on behalf of the city of Tampa to help design and construct, maintain, and program the Riverwalk.

Since 2005, Friends of the Riverwalk have raised over \$3mm in cash; and transferred half of that amount to the city.





## HR & A Recommendations

### Advocacy| Fundraising| Events

- Support the referendum
- Fundraise for capital costs
- Programming & Events