

FOR IMMEDIATE RELEASE

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**Jacksonville to Host Key *Florida Riverwalk Exchange* Summit
-- Fort Lauderdale, Jacksonville, Jupiter & Tampa Tackle Best Ways to
Optimize Public/Private Waterfronts throughout Florida --**

Jacksonville, Fla. – The **Florida Riverwalk Exchange** today announced that it will hold the second of its groundbreaking summits in Jacksonville, Florida on August 3rd, 2006. More than two dozen business and civic leaders including Riverwalk directors, city officials, architects, urban planners, corporate executives, service professionals and more are expected to join forces to strategize on the future of Riverwalks and how to create and preserve exciting, accessible and economically viable public waterfronts. The Florida Riverwalk Exchange, launched this past April, is a pro-active think tank dedicated to collective collaboration among Florida's key waterfront cities with a sharing of the best of ideas and solutions for maximizing waterfront promenades throughout the state. Riverwalk delegates from Fort Lauderdale, Jacksonville, Jupiter and Tampa will all be present at the summit, which has also generated interest from Miami's Riverwalk, West Palm Beach and other cities. Riverwalk representatives will lead discussions on some of the most pressing issues facing waterfronts today including private vs. public funding of Riverwalks, optimizing the retail mix to create a unique experience for visitors, ongoing maintenance and security issues, special events to draw the public to Riverwalks, and more.

"There is no better path to success for Florida's Riverwalks than to share the best of our collective successes" said Ben Wacksman, founding Chairman of the Florida Riverwalk Exchange and President of Tampa-based Capital Realty Investors. "We learned very clearly at our launch that each Riverwalk has had unique experiences from which other Riverwalks can benefit."

Added Terry Lorince, Executive Director of Jacksonville's Downtown Vision, Inc., "All of the Riverwalks are at critical stages in their development, some in early phases others, such as Fort Lauderdale and Jacksonville, looking to expand. The Florida Riverwalk Exchange comes at an opportune time for all of us, especially as water frontage and accessibility along Florida's coastal communities is fast disappearing."

Jacksonville was chosen as the site of the second summit due to its history as the most mature of the Riverwalks and as such, having some excellent examples of challenges encountered, along with creative solutions in the development and operations of a Riverwalk. At the Jacksonville summit, attendees will take a walking/boat tour of Jacksonville's Riverwalk which encompasses 2.5 miles along both sides of the St. John's River and is eventually expected to double in size to

five miles. The tour will be followed by open forum discussions that are scheduled to address among other issues, the following:

- How Riverwalks are funded including public vs. developer financing; corporate and non-profit fundraising; whether the state has a responsibility to assist with Riverwalks; and preserving community access to waterfronts.
- Maintenance of the Riverwalk and who pays for what; security to protect property and people; promoting Riverwalks to the public; and planning for capital needs in the future.
- Determining the right mix of retail including tenants that help create a unique experience and draw traffic.
- How Riverwalk entities should be structured whether as a public entity, branch of city or government, non-profit or other.

The Florida Riverwalk Exchange's Jacksonville summit is open to members of the press. Please contact Anne Kazel-Wilcox at (561) 741-1010, akazel@goldcoastcommunications.com for additional details.

The initial launch of the Florida Riverwalk Exchange was hosted in April 2006 by the Town of Jupiter. Summit meetings are expected to follow in Fort Lauderdale and Tampa later this year.

Background on Florida's Riverwalks

Fort Lauderdale

Fort Lauderdale's Riverwalk is one of the most mature of the Riverwalks with a one-mile "Riverwalk Park" along the New River. The winding walkway passes Fort Lauderdale's Arts & Entertainment District through lush landscaping past shopping, dining, water taxi stops, parks, new condo development, and past major cultural attractions including the Broward Center for the Performing Arts, Museum of Discovery and Science, the Old Fort Lauderdale Museum of History, entertainment and retail at Las Olas Riverfront, and historic Stranahan House. The Riverwalk has 24,000 engraved Signature Bricks that line the walkway with personalized messages. The Riverwalk Trust, www.goriverwalk.com, serves as the catalyst in building and nurturing Fort Lauderdale's "most beautiful mile", an advocacy group of business and professional volunteers.

Jacksonville

Jacksonville has a well developed downtown waterfront with a pedestrian promenade that totals 2.5 miles. The city's Downtown Vision, Inc., is looking to build and maintain a healthy and vibrant downtown community, www.downtownjacksonville.org. Jacksonville's Riverwalk is situated on both sides of the St. John's River, passing premier attractions including the Jacksonville Historical Center, Maritime Museum, the Times-Union Center for the Performing Arts, along with parks, over 5,000 residential units (proposed), hotels,

shops, marinas and more. The city anticipates the Riverwalk eventually doubling in length to five miles as development proliferates downtown.

Jupiter

The Town of Jupiter, in northern Palm Beach County, plans a 2.5-mile Riverwalk master planned to include an entertainment district, parks, observation areas, docks, fishing opportunities, residences, restaurants and retail, and natural preserved areas. Two phases totaling 2,500 linear feet have been completed: one section features a natural environment characterized by lush mangrove trees and wildlife, along with a luxury office building, Riverwalk Center; the second section features the adjacent Jupiter Yacht Club, a \$250-million development including a private/public marina, residences, retail and restaurants. The final segment will include the planned Harborside Place, a \$150-million development overlooking the Intracoastal which will serve as the epicenter of Jupiter's Riverwalk and include boutique retail, restaurants, a marina with public dockage, a five-star hotel, office space, and abundant green space for public leisure.

Tampa

Tampa's "Friends of the Riverwalk" public/private task force is dedicated to cultivating the 2.4-mile Riverwalk that will wind its way along downtown Tampa. The goal of the task force is to harmoniously integrate local history and natural scenery with business and residential life, emphasizing an interactive promenade. Tampa's Riverwalk is 17% complete, with a strong focus on getting as much completed as possible by 2009 when Tampa hosts Super Bowl XLIII. Completed segments already include the Tampa Bay Performing Arts Center, a hotel and marina, and several parks. Future segments will link the new Tampa Bay History Center, the new Tampa Children's Museum, Water Works Park, city pier, a residential development, restaurants and shops. More information can be found at www.tampariverwalk.net.