Tampa Historic Streetcar, Inc. Fiscal Year 2016 in Review

for the Special Assessment District and CAC Contributions

- Downtown CAC Advisory Board
- Tampa Downtown Partnership
- Transportation Committee
- YCDC Board of Directors
- Tampa Downtown Partnership
- Property Managers Group
- Channel District CAC Advisory Board
- City of Tampa Non-Ad Valorem Assessment
- Public Hearing
The TECO Line Streetcar remains one of Tampa’s most notable historic icons. The Streetcar appears in murals, in printed material, in promotions, in advertising, and on web-sites throughout Tampa Bay. Whether you are in Downtown Tampa, in the Channel District, at the Amalie Arena, or in Historical Ybor City, visuals of the Streetcar abound. The City of Tampa & Ybor City feature it on its web-site, and the Tampa Bay History Center, and the Ybor City Development Corporation includes it in promotions. Even the Tampa International Airport prominently included the Streetcar in promoting its new direct “Bay to Bay” (Tampa Bay to San Francisco) service. The Streetcar remains a topic of discussion. Whether it involves its highly successful, “Streetcar Live” concert series in partnership powered by Gasparilla Music Festival, or inclusion in plans for the redevelopment of the Channel District the TECO Line Streetcar is in news coverage.

In looking ahead, FDOT, the City of Tampa and HART undertook a $1 million Streetcar extension study in FY 2016, to determine alignment, cost and operations feasibility of modernizing and extending the streetcar system throughout the downtown area and North to Marion Transit Center.

### TECO Line Streetcar System

#### Financial Summary
(Charts appear on the next page)

**Revenues**
Actual funding for the Streetcar totaled $2,067,747. The Streetcar relied on sources of funding such as farebox revenues (27%), CAC contributions (22%), and the Special Assessment (25%). These sources represented 74% of total revenues. Other significant sources of revenue included HART FTA (10%), HART FDOT (5%), contributions from COT (7%), and advertising revenue (4%) among others.

**Expenses**
HART Operating expenses remained the bulk of expenses (77%), followed by CSX Insurance (22%), and THS, Inc. Board expenses (1%).

**Ridership**
Special Events along the Streetcar line continue to increase revenue and ridership. The Streetcar continues to be popular during Gasparilla: Light Up Tampa Bay New Year’s Eve and July 4th Fireworks; Streetcar Fest; Festa Italiana; the Cuban Sandwich Festival, large Conventions and the return of the Rough Rider’s Trolley hop. This year, the Trolley Hop was back for the second year in a row after a one year hiatus, and sold approximately 1,500 tickets, which included the Streetcar. Despite special events such as these and those at Amalie Arena (covered in another portion of this update), the number of trips declined annually and 278,000 trip had been budgeted for FY2016. As we go into FY2017, there is no increase in ridership anticipated and 278,000 trips are again budgeted. This forecast excludes any unknown incremental service.

### 2016: Marketing Efforts

This year marked the 13th Anniversary of the TECO Line Streetcar System. On Saturday, October 17th fares were reduced to 25¢ throughout the day and into the late night. From family friendly entertainment and music powered by Gasparilla Music Festival at Centro Ybor and Dick Greco Plaza; other music at Channelside Bay Plaza, and special offers along the way, there was a great deal of activity at each station. All along the Streetcar route were hand painted and decorated Streetcar sculptures/statues. Earlier in the year, CREW Tampa Bay held a fundraiser for companies to decorate unpainted Streetcar sculptures/statues of proceeds would go to the TECO Line Streetcar System. Family friendly entertainment was provided in Centro Ybor from 12 noon through 5:30 p.m. and discounts were offered by retailers, restaurants, businesses, and attractions along the line. Headline entertainment consisted of three well-known local bands and the HCC Ybor Jazz Band in the Central Ybor courtyard, and a DJ (DJ Blenda) at Dick Greco Plaza from 6 PM to 8:30 PM. This annual even is always a great day to showcase the TECO Line Streetcar System with activities for all, at affordable pricing, along the line.

This year, as part of extending Streetcar Service to support certain special events, the TECO Line Streetcar System, instead of purchasing sponsorships, supported these events by taking those sponsorship budgets and use those amounts to offer free fares from 7 p.m. until 12 Midnight. These events were to include Franklin Street/Channelside Bay Plaza events. The events were: Light Up Tampa Bay (New Year’s Eve) Fireworks; July 4th Fireworks; and, the TIS, Inc. Board of Directors approved free fares from 7 PM until 12 Midnight for the upcoming Labor Day weekend free fares on Sunday, September 4.

In December, 2015, THS, Inc. renewed another one year option on its contract with Direct Media USA to oversee sales of advertising space on streetcar stations and vehicles. Advertising sales still remain robust as a result of these efforts. Annual advertisers include MillerCoors and Crime Stoppers. Direct Media USA brought on new advertisers this year, such as: Tabanero Cigars, Ybor City; and StoreRight Self-Storage. For a nine months of FY 2015, (October 2015 - June 2016), Direct Media USA delivered $40,374, in sales revenue for the TECO Line Streetcar.
STREETCAR LIVE – A RESOUNDING SUCCESS STORY

The TECO Line Streetcar, in partnership with (or, “powered by”) Gasparilla Music Film Festival, teamed up again, for a public-private partnership with the objective of enhancing guest experiences on the Streetcar and further promoting the Gasparilla Music Film Festival. Throughout the Fall, Winter and Spring, a band appears live on the streetcar, on the first Saturday of each month from approximately 5:00 PM to 9:00 PM. Promotions consisted mainly of social media, station plaza signs, and band followings. The Tampa Bay Times constantly ranks this as five things to do under $5.00. This live concert series plays on the Streetcar, “Live” from September through May, with a hiatus during the Summer months.

SPECIAL EVENTS AND STREETCAR SERVICE EXTENSION

Extending Streetcar Service hours for special events increases ridership. In the past, special events, such as Lightning Games and Amalie Arena events had become a norm with extending evening hours during the week (Monday - Thursday), when regular Streetcar Service ends at 10:00 PM. For the Tampa Bay Lightning events, service was extended thirty minutes following the end of the game. For Amalie Arena events, service was extended to 11 PM, or when the event ends (whichever was later). HART marketing staff entered into a partnership with iHeartRadio, in order to increase awareness of extended service for events at Amalie Arena. The Streetcar was part of ticket giveaways and radio for these events as well as entered into “geo-fencing” advertising. Geo-fencing, a type of digital advertising, allowed the Streetcar to concentrate advertising within virtual boundaries.

In a concerted effort by Port Tampa bay, this was the second year it was a Port of Call for the German Cruise ship, the AIDAVita. This year there were seven visits (five last year) from November 25 through March 30. Streetcar service was extended from 9:00 AM to 12 noon on Monday - Thursday. Total increased ridership prior to 12 noon for all seven visits amounted to 8,564 trips. We were only able to track ridership to AIDAVita prior to noon (special service). We are confident, passengers also used the Streetcar during the days it was port all day.
SALES OUTLETS:

DOWNTOWN

1111-1113 North Market St.

Tampa Design Interiors

TECO Energy

Hillsborough Area Regional Transit Authority

Tampa Historic Streetcar, Inc. Board of Directors

Hillsborough Area Regional Transit Authority Appointees

Mr. Mickey Jacob, Secretary/Treasurer
Councilmember Mr. Eddie Vance
Ms. Kathleen Shanahan
Councilmember Mr. Mike Suarez, Alternate
Mr. Wallace Bowers, Alternate
Ms. Karen Jaroch, Alternate

City of Tampa Appointees

Mr. Michael English, President
Ms. Abbey Dohring-Ahern, Vice President
Mr. Rick Hamilton
Dr. Shawn Robinson
Mr. Robert McDonough, Alternate

Sponsors

TECO Energy
Bright House Networks
SunTrust Bank
HSBC
Tampa Design Interiors
Tampa-Ybor City Street Railway Society

MISSION STATEMENT

Tampa Historic Streetcar, Inc. will offer a dynamic component to Tampa’s transportation system by providing attractive, reliable, comfortable, convenient and safe streetcar service to local residents and visitors alike.

The TECO Line Streetcar System is jointly owned by the City of Tampa and Hillsborough Area Regional Transit Authority (HART) under the private, non-profit Tampa Historic Streetcar Inc. (TIS). Operation of the streetcar system is the responsibility of TIS, which contracts with HART to provide operations staffing. Neither the City of Tampa nor HART uses general tax revenues to pay for streetcar operations.