



BOARD OF DIRECTORS MEETING

Wednesday, September 20, 2017, 2:30 p.m.

1201 E. 7th Avenue, 3rd Floor

Florida Conference Room

Information not viewable is available upon request - phone: 813-384-6552

or e-mail: petitL@gohart.org

MISSION STATEMENT

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

MEETING AGENDA

CALL TO ORDER AND PLEDGE OF ALLEGIANCE

1. APPROVAL OF MINUTES

- a. Regular Board of Directors Meeting Minutes ~ July 19, 2017 1-1

PUBLIC INPUT ON AGENDA ITEMS

2. STREETCAR SYSTEM PERFORMANCE REPORT FOR AUGUST 2017 2-1

Brian Allan, HART Director of Streetcar Operations

LEGAL AND LEGISLATIVE REPORTS verbal

THS General Counsel

CHAIR'S REPORT verbal

Michael English, THS President/Chair

HART CHIEF EXECUTIVE OFFICER'S REPORT

Katharine Eagan, AICP, HART Chief Executive Officer

- a. Streetcar Fest Update verbal

3. DIRECT MEDIA USA SALES ACTIVITY UPDATE 3-1

Laurie Gage, Direct Media USA

4. ACTION ITEM

- a. **Resolution #R2017-09-05 ~ Approval of Proposed FY2018 HART Annual Operations Budget in the Amount of \$1,979,668** 4-1

Jeffrey C. Seward, HART Chief Financial Officer

Overview:

HART is required by the Operator's Agreement to issue a HART annual operations budget. This budget requires approval by the Tampa Historic Streetcar, Inc. (THS) Board of Directors, City of Tampa Council, and HART Board of Directors.

- b. **Resolution #R2017-09-06 ~ Approval of Proposed FY2018 Tampa Historic Streetcar, Inc. (THS) Annual Corporate Budget in the Amount of \$985,078** 4-4
Jeffrey C. Seward, HART Chief Financial Officer

Overview:

Every year the THS Board of Directors is required to review and approve a THS annual corporate budget.

- c. **Resolution #R2017-09-07 ~ Approval of the Second of One Year Extension to the Operator’s Agreement for the TECO Line Streetcar System**4-7
Brian Allan, HART Director of Streetcar Operations

Overview:

Tampa Historic Streetcar, Inc. (THS) contracts with Hillsborough Transit Authority (or HART) to operate the TECO Line Streetcar System. The current extension of the Operator’s Agreement expires September 30, 2017. The purpose of this item is to approve the renewal of the second one-year extension to the agreement, effective October 1, 2017.

PRESENTATION

Fiscal Year 2018 – HART Operations Budget and THS Corporate Budget

Jeffrey C. Seward, HART Chief Financial Officer

Overview:

The purpose of this presentation is to provide an update to the THS Board of Directors on the FY2018 streetcar operations budget.

5. COMPLIANCE REPORTS (REVIEW AND FILE)

- a. **Marketing Report for August 2017**5-1
Steve Rosenstock, HART Sr. Manager of Marketing Services
- b. **Ridership, Fare, Special and Extra Services Reports for August 2017**5-3
Jeffrey C. Seward, HART Chief Financial Officer
- c. **Financial Statements for the month ending June 30, 2017**5-4
Lee Huffstutler, City of Tampa Chief Accountant

OLD BUSINESS

NEW BUSINESS

ADJOURNMENT



TAMPA HISTORIC STREETCAR, INC.
Regular Board of Directors Meeting
Wednesday, July 19, 2017 at 2:30 p.m.
HART Administrative Office
1201 E. 7th Avenue, 3rd Floor
Florida Conference Room
Tampa, FL 33605

Board Members Present..... (4)

- Michael English, President
- Mickey Jacob, Secretary/Treasurer
- Abbey Dohring Ahern, Vice President
- Wallace Bowers
- Rick Hamilton
- Dr. Shawn Robinson
- Councilmember Mike Suarez

Board Alternate Present:.....(0)

Board Members Absent..... (1)

- Bob McDonough

HART - Staff Members Present

- Brian Allen
- Danielle Arthur
- Sylvia Berrien
- Christina Buchanan
- Ruthie Reyes Burckard
- Katharine Eagan
- David Kelsey
- Colin Mulloy
- Lena Petit
- Steve Rosenstock
- Jeff Seward
- Cyndy Zambella

Others Present

- Clay Matthews for David Smolker,
THS General Counsel
- Uyen Le, City of Tampa

Sign-in sheets are attached.

CALL TO ORDER

The meeting was called to order at 2:37 p.m. by President Michael English.

PLEDGE OF ALLEGIANCE

Pledge of Allegiance followed.

APPROVAL OF MINUTES

Director Jacob moved and Director Hamilton seconded approval of the June 21, 2017 regular Board of Director meeting minutes. All Board members present voted aye. The motion carried unanimously.

PUBLIC COMMENT ON AGENDA ITEMS (3 MINUTES PER SPEAKER)

No one signed up to speak.

STREETCAR PERFORMANCE REPORT

Mr. Brian Allan, Director of Streetcar Operations, presented the Streetcar Performance Report.

Director Robinson arrived at 2:39 p.m.

GENERAL COUNSEL'S REPORT

Mr. Clay Matthews David Smolker, THS General Counsel, indicated the Mr. Smolker would be providing a report on the Elevate, Inc. contract.

President English explained that the contract ended in June and there is no longer a need to discuss.

CHAIR'S REPORT

President English reported on the 2017 Annual Streetcar Assessment presentations and that meetings to date included the Downtown and Channel CRAs, who each offered an additional \$50,000 for funding. He stated that both Boards asked that staff come to the August meetings with a tentative plan on how the additional funding will be used.

Director Suarez arrived at 2:42 p.m.

President English suggested that the funding received by the CRAs be isolated so expenditures can be tracked and reported quarterly. He noted that the YCDC Board meeting will be the next week and Director Jacob and Director Dohring Ahern will be attending with Ms. Ruthie Reyes Burckard, HART Chief Operating Officer.

Director Robinson stated that he is the Chair of the YCDC Board and preliminary discussions have determined that the Board, while supportive, will need to look into ways to manipulate the current budget as it is already set for the year. He asked the THS Board to consider asking the CRAs for the remainder of the balance if YCDC is not able to contribute this year.

President English reported that the CRAs asked about the cost of morning service and reduced headways and Ms. Reyes Burckard discussed the costs. He also made comments regarding the Port not providing any funding.

Director Suarez commented that there was a meeting at the Port earlier in the day and suggested that the recent article illuminating the \$900,000 of credit card charges may put the Port Board in a more generous mood toward funding other entities.

President English stated that he would appreciate it if the Port would resume providing \$150,000 as they used to. He added that he was asked about Mr. Vinik and noted that Mr. Vinik is not required to make a contribution to streetcar.

Director Jacob agreed and indicated that Mr. Vinik and his organization have now become a stanchion in the business community for transportation. He added that Mr. Vinik's master plan has the streetcar playing an integral role and he is excited to see how that evolves. Director Jacob reported that his firm is working on the section in front of Channelside Bay Plaza and he believes the streetcar factors in very strongly. He stated that the Channel District CRA was very adamant that investment in the streetcar is necessary for the CRA to be successful.

Director Dohring Ahern explained that the CRAs do have expectations including 10-minute headways, consistent and reliable morning service, and free ride incentives geared toward residents. She stated that the CRAs asked for specific numbers and it is important to provide them regardless of whether the services are feasible this year.

President English reported that Director Jacob and Ms. Reyes Burckard met with the Downtown Property Managers Association and suggested that the people who own the buildings downtown need to speak with City Council and the Mayor. He indicated that THS will work with the Downtown Partnership to find ways for more people to use the 20-ride passes.

Director Dohring Ahern added that she had a good discussion with the Partnership about potential sources and there may be assistance from Karen Kress in locating potential grants.

Ms. Eagan stated that staff has also reached out to DOT regarding possible funding for streetcar. She explained that the delta between what is the current level of service and what the Board envisions is \$1 million. Ms. Eagan noted that, although that is a high number, if each CRA gives an additional \$50,000, the differences is now \$850,000. She explained that the goal would be to continue locating additional funding sources to decrease the balance.

HART CHIEF EXECUTIVE OFFICER'S REPORT

Ms. Eagan reported the different service options and the corresponding costs:

- Free riders every Friday: \$120,000 and will need an ID card for a resident downtown
- Two additional hours of Sunday service: \$30,000
- Coverage for 60 more special events: \$30,000

She added that there are other options for service enhancements such as 15 minute frequencies in the morning, one free Friday a month, and additional special events. Ms. Eagan stated she will put together some packages with a cost between \$120,000 and \$150,000 for the Board's consideration.

Director Dohring Ahern suggested doing a "dreamboat" scenario in addition to opportunities to use the current allocations.

Ms. Eagan agreed and advised that it may be necessary to continue in steps until the Vinik properties generate additional revenue.

Director Jacob commented that working with the Downtown Partnership will be important. He reported that the Downtowner will be more robust and there has been discussion around partnering with the streetcar to use the app and analytics to integrate the Downtowner into the system as a way to use it beyond where it currently is.

Ms. Eagan indicated that HART ITS staff works very closely with Google and Shannon Haney, ITS Coordinator, may be able to make introductions.

Director Suarez suggested using a card reader to swipe mobile devices in lieu of or in addition to an ID card.

Ms. Eagan explained that Flamingo farecards would potentially have the ability to put the CRA residents into a group that would permit them to ride free when applicable. She added that this would be available at some point between now and the spring.

Director Suarez stated that the important aspect is being able to measure the trips and the Downtowner is fortunate to have specific information available. He agrees that budgetary constraints make it very difficult to implement high-level ideas.

Ms. Eagan added that although HART is realigning business models, the budget for streetcar will not be impacted.

DIRECT MEDIA USA SALES ACTIVITY UPDATE

Mr. Steve Rosenstock, Sr. Manager of Marketing Services, indicated there was nothing new to report.

PRESENTATION

Fiscal Year 2018 – HART Operations Budget and THS Corporate Budget

Cyndy Zambella, HART Budget & Grants Manager, presented an overview of the proposed FY2018 streetcar operations budget.

President English observed there is a large increase per hour and asked what drove that increase.

Ms. Zambella explained that cost per service hour is a derivative of both the hours of operation and the operating expenses and it is just a formula equation. She clarified that the cost per revenue hour is based on how many hours of operation and the cost to operate.

Ms. Eagan suggested that staff would examine it further as previously staff was capitalizing maintenance.

President English stated that \$12 to \$13 an hour is a lot.

Ms. Eagan stated that staff will confirm.

Director Suarez observed that the costs for parts and supplies increased.

President English reported that he had asked Ms. Zambella to have the marketing budget separated from other areas and asked if she would be able to isolate the additional funding received from the CRAs.

Ms. Zambella responded affirmatively.

Jeff Seward, HART Chief Financial Officer, provided an update on the ATM installation. He reported that an agreement has been signed with ACFN and that it is the vendor's responsibility to obtain a permit from the city.

President English asked if the process was proceeding well.

Mr. Seward stated it is not; however, he anticipates it will resolve positively to move forward. He added that he anticipates presenting the budget for adoption at the August meeting and it will include an estimate for revenue.

President English commented that approval to install electronic kiosks was previously obtained and asked that staff keep him apprised of the situation and he can see if he can locate it if necessary.

Director Suarez suggested the approval could be located in the transcripts if President English is able to recall when it was obtained.

COMPLIANCE REPORTS (REVIEW AND FILE)

The following reports were presented to the Board:

- THS Marketing Reports for June 2017, submitted by Steve Rosenstock, HART
- Ridership, Fare, Special and Extra Services Reports for June 2017, submitted by Jeffrey C. Seward, HART
- COT Financial Statements

PUBLIC INPUT

No one signed up to address the THS Board of Directors.

OLD BUSINESS

There was no old business.

NEW BUSINESS

Director Dohring Ahern discussed implementing a “Winter Village Express”. She reported that a member of the Downtown CRA recommended incorporating the streetcar into the Winter Village to create a Polar Express. Shaun Drinkard researched the idea and discussed it with President English and Ms. Eagan. Director Dohring Ahern indicated that she met with him that morning to discuss further. She explained that the Winter Village would be from November 17, 2017 through January 7, 2018 and the vision would be a dedicated streetcar with decorations and carolers. Director Dohring Ahern noted that many details still need to be decided such as the time of day and how many days per week the car would run.

President English added that there would be a program for activities on the streetcar and suggested that the Ybor Museum could also coordinate with activities.

Director Jacob agreed and indicated that attendance and revenue will likely be extremely robust this year.

Ms. Eagan stated that Downtown Partnership will coordinate meetings to discuss logistics.

Director Suarez suggested using the In-Towner to transport between Winter Village and Whiting.

Director Dohring Ahern suggested using the trolley for the whole trip to demonstrate what the streetcar could look like if it were extended.

Ms. Eagan explained that there may be an issue with FTA chartering requirements due to special use.

ADJOURNMENT

The meeting adjourned at 3:24 p.m.

ATTEST:

Michael English, President/Chair
THS Board of Directors

Mickey Jacob, Secretary-Treasurer
THS Board of Directors

David L. Smolker, Esquire
THS Board General Counsel



STAFF, VISITORS AND MEDIA

REGULAR BOARD OF DIRECTORS MEETING

JULY

19, 2017

| NAME | ADDRESS <i>*If Hart Employee – please write “Employee”</i> | PHONE NUMBER |
|--------------------|--|---------------------|
| Danielle Arthur | Employee | 6517 |
| Christina Buchanan | Employee | 6575 |
| Lena Petit | Employee | 6552 |
| Clay Matthews | | |
| Uyen Le | COT | |
| Brian Allan | Employee | 6614 |
| Colin Mulloy | Employee | 6322 |
| Cyndy Zambello | Empoyee | 6583 |
| David Kelsey | Employee | 6396 |
| Steve Rosenstock | Employee | 6597 |
| Sylvia Berrien | Employee | 6625 |
| | | |
| | | |



STREETCAR SYSTEM PERFORMANCE REPORT FOR AUGUST 2017

MISSED TRIPS

The TECO Line Streetcar System delivered 99.88% of the contracted 2173 trips for August with 2.5 reported missed trips. 1.75 trips were missed on September 15 due to swapping out one streetcar for another, while .75 trips were missed on September 19 due to a door issue at pullout.

ON-TIME DEPARTURES

In August, there was 10.25 reported late departures with an on-time performance of 99.52%.The late departures were caused by signal malfunctions at the CSX interlocking and delays at pullout.

ACCIDENTS/INCIDENTS

There no reported accidents or incidents in August.

SPECIAL SERVICE

In August, Streetcar provided 20.05 hours of extra service. Extra service was provided for the August 18 Tampa Bay Storm Game, the John Mayer Concert, and the Ed Sheeran Concert.

COMPONENT PERFORMANCE

- Trackway and Interlocking Report – All trackway inspections/maintenance were completed as scheduled. The trackway and CSX Interlocking are inspected every morning by HART personnel.
- Overhead Catenary System Report – All inspections were completed as scheduled.
- ADA Bridge Mechanism – There were 12 wheelchair boardings with no reported problems.
- Substations – All monthly service was completed as scheduled.

VEHICLE MAINTENANCE

All maintenance on the streetcars is current.

| Service | Performed in July |
|---------|-------------------|
| A | 15 |

Prepared by: Brian Allan, Director of Streetcar Operations

Reviewed by: Ruthie Reyes Burckard, Chief Operating Officer

Approved by: Katharine Eagan, AICP, Chief Executive Officer



DIRECT MEDIA USA SALES ACTIVITY UPDATE

The purpose of this report is to inform the THS Board of Directors of the cumulative total of advertising space sold, sponsorships obtained, and the amounts paid to Direct Media USA and THS as stated in Section 8 (c) of the existing agreement.

DISCUSSION

New Business (August 2017)

| Advertiser | Ad Space | Dates | Total Revenue | THS, Inc. Revenue (60%) | Direct Media Revenue (40%) |
|--------------------|-------------------------------------|---------------|---------------|-------------------------|----------------------------|
| Tampa Bay Lighting | 1 trolley wrap 2 trolley toppers | 10/1-11/30/17 | \$6,480.00 | \$3,888.00 | \$2,592.00 |

Year-to-Date*

| Month-to-Date August, 2017 | THS Revenue (60%) | Direct Media Revenue (40%) | Amount Paid to THS, Inc. | Amount Earned to Direct Media |
|---|--|--|---|---|
| August 2017 – July 2018 6th year of contract | \$3,480. revenue from August-July media sales | \$2,320. revenue from August-July media sales | \$5,280. for the period of 8/1/17-7/31/18 payments through August | \$3,520. for the period of 8/1/17-7/31/18 payments through August |

**Based on the THS, Inc. /Direct Media USA Contract Year, August – July. The amounts between Revenue and amount paid will not match due to payment schedule.*

RECOMMENDATION

Receive and file as an information item.

Prepared by: Mark Geden, Partner, Direct Media USA

Attachment: THS Sales report for the year starting August 1, 2016

Direct Media USA

OUT-OF-HOME ADVERTISING SINCE 1992

Monthly Sales Report

August
17-18

| Tampa Historic Streetcar Sales | Inventory | Aug. 17 | Sept. 17 | Oct. 17 | Nov. 17 | Dec. 17 | Jan. 18 | Feb. 18 | Mar. 18 | Apr. 18 | May. 18 | June. 18 | July. 18 | Totals |
|---|----------------------------------|--------------|-------------|-------------|-------------|-------------|---------|---------|---------|---------|---------|----------|----------|--------------|
| MillerCoors Tampa - 7406 | full wrap trolleys | \$ 2,900.00 | \$ 2,900.00 | \$ 2,900.00 | \$ 2,900.00 | \$ 2,900.00 | | | | | | | | \$ 14,500.00 |
| MillerCoors Tampa - 7407 | full wrap trolleys | \$ 2,900.00 | \$ 2,900.00 | \$ 2,900.00 | \$ 2,900.00 | \$ 2,900.00 | | | | | | | | \$ 14,500.00 |
| Tampa Bay Lighting -9195 | 1 wrap trolley 2 trolley toppers | | | \$ 3,240.00 | \$ 3,240.00 | | | | | | | | | \$ 6,480.00 |
| Tampa Historic Streetcar Sales | | \$ 5,800.00 | \$ 5,800.00 | \$ 9,040.00 | \$ 9,040.00 | \$ 5,800.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 35,480.00 |
| Tampa Historic Streetcar Percentage 60% | | \$ 3,480.00 | \$ 3,480.00 | \$ 5,424.00 | \$ 5,424.00 | \$ 3,480.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 21,288.00 |
| DM Percentage 40% | | \$ 2,320.00 | \$ 2,320.00 | \$ 3,616.00 | \$ 3,616.00 | \$ 2,320.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 14,192.00 |
| Sales Revenue Payments | | | | | | | | | | | | | | |
| Tampa Historic Streetcar | Inventory | Aug. 17 | Sept. 17 | Oct. 17 | Nov. 17 | Dec. 17 | Jan. 18 | Feb. 18 | Mar. 18 | Apr. 18 | May. 18 | June. 18 | July. 18 | Totals |
| MillerCoors Tampa - 7406 2016-17 | full wrap trolleys | \$ 1,740.00 | \$ 1,740.00 | | | | | | | | | | | \$ 3,480.00 |
| MillerCoors Tampa - 7407 2016-17 | full wrap trolleys | \$ 1,740.00 | \$ 1,740.00 | | | | | | | | | | | \$ 3,480.00 |
| Red Bull - 8303 2016-17 | 2 full wrap trolleys | \$ 5,400.00 | | | | | | | | | | | | \$ 5,400.00 |
| Hillsborough Community College - 8571 16-17 | full wrap trolley | \$ 1,800.00 | \$ 1,800.00 | | | | | | | | | | | \$ 3,600.00 |
| Total THS Payments | | \$ 10,680.00 | \$ 5,280.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 15,960.00 |
| DM Percentage Revenue | | \$ 7,120.00 | | | | | | | | | | | | \$ 7,120.00 |
| Red Font is what is being paid this report | | Aug. 17 | Sept. 17 | Oct. 17 | Nov. 17 | Dec. 17 | Jan. 18 | Feb. 18 | Mar. 18 | Apr. 18 | May. 18 | June. 18 | July. 18 | Totals |
| Bold Black font is what has been paid | | | | | | | | | | | | | | |
| Any questions please email Mark Geden at markgeden@directmediausa.com | | | | | | | | | | | | | | |



ACTION ITEM

Resolution #R2017-09-05 ~ Approval of Proposed FY2018 HART Annual Operations Budget in the Amount of \$1,979,668

OVERVIEW

HART is required by the Operator’s Agreement to issue a HART annual operations budget. This budget requires approval by the Tampa Historic Streetcar, Inc. (THS) Board of Directors, City of Tampa Council, and HART Board of Directors.

RECOMMENDATION

That the THS Board of Directors review and approve the proposed FY2018 HART annual operations budget in the amount of \$1,979,668 and advise the HART Board of Directors of its approval.

FINANCIAL IMPACT

The proposed FY2018 HART annual operations budget is a balanced budget with revenue equal to expense at \$1,979,668. Revenue includes: fares charged to riders; federal, state, and local grants; and contributions from THS. Expenses are based on 12,600 billable service hours and include: salaries, benefits, supplies, services, utilities, and other miscellaneous operating expenses.

BACKGROUND

Every year, HART is required by the Operator’s Agreement to provide a HART annual operations budget for approval by the THS and HART Boards. The HART annual operations budget shall specify the days of service, service hours, frequency of service, number of vehicle service hours, the expected revenues to be earned, the expected expenses needed to operate the Streetcar system for one year, and the expected contribution from THS to HART. The HART annual operations budget is approved in summer every year by the THS Board of Directors with final approval by the City of Tampa Council and HART Board of Directors in September, for an effective start date of October 1.

NEXT STEPS

If approved by the THS Board, forward the proposed FY2018 HART annual operations budget to the City of Tampa Council and HART Board of Directors for consideration and approval at their September Public Hearing meetings.

Prepared by: Cynthia Zambella, HART Budget and Grants Manager

Reviewed by: Jeffrey C. Seward, HART Chief Financial Officer

Approved by: Katharine Eagan, AICP, HART Chief Executive Officer

Attachments:

- I. Resolution #R2017-09-05
- II. Proposed FY2018 HART Annual Operations Budget

ATTACHMENT I

RESOLUTION NO. #R2017-09-05

A RESOLUTION APPROVING THE PROPOSED FY2018 HART ANNUAL OPERATIONS BUDGET IN THE AMOUNT OF \$1,979,668

WHEREAS, the Hillsborough Transit Authority (HART) operates the Streetcar system under an Operator's Agreement for the TECO Line Streetcar System; and

WHEREAS, the Operator's Agreement for the TECO Line Streetcar System requires HART to develop an annual operations budget for review and approval; and

WHEREAS, the HART annual operations budget shall specify the days of service, service hours, frequency of service, number of vehicle service hours, the expected revenues to be earned, the expected expenses needed to operate the streetcar system for one year, and the expected contribution from the Tampa Historic Streetcar, Inc. (THS) to HART; and

WHEREAS, the HART annual operations budget is subject to approval by the THS Board of Directors, City of Tampa City Council, and HART Board of Directors;

NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE TAMPA HISTORIC STREETCAR, INC. THAT:

Section 1. The THS Board of Directors approves the proposed FY2018 HART annual operations budget in the amount of \$1,979,668.

Section 2. This Resolution shall take effect immediately upon its adoption.

PASSED AND ADOPTED BY THE BOARD OF DIRECTORS OF THE TAMPA HISTORIC STREETCAR, INC. ON SEPTEMBER 20, 2017.

ATTEST:

Michael English, President/Chair
THS Board of Directors

Mickey Jacob, Secretary-Treasurer
THS Board of Directors

ATTACHMENT II

| HART Streetcar Annual Operations | | | | |
|---|--------------------------|--------------------------|--------------------------|----------------------------|
| | FY2015 Actual | FY2016 Actual | FY2017 Budget | FY2018 Proposed |
| <u>Operating Revenues</u> | | | | |
| Fare and Pass Revenues | \$567,297 | \$569,765 | \$595,975 | \$611,054 |
| Other Income (1) | \$11,587 | (\$23,619) | \$13,910 | \$36 |
| Federal Grants | \$200,000 | \$200,000 | \$200,000 | \$200,000 |
| State Grants | \$100,000 | \$100,000 | \$100,000 | \$100,000 |
| City of Tampa (2) | \$450,000 | \$450,000 | \$450,000 | \$450,000 |
| THS Contribution (3) | \$120,884 | \$243,640 | \$458,877 | \$618,578 |
| Total Revenues | \$1,449,768 | \$1,539,786 | \$1,818,762 | \$1,979,668 |
| <u>Operating Expenses</u> | | | | |
| Salaries and Wages | \$876,732 | \$1,004,861 | \$1,144,716 | \$1,360,000 |
| Fringe Benefits | \$139,579 | \$160,296 | \$147,821 | \$195,184 |
| Fuel and Oil | \$193 | \$0 | \$900 | \$0 |
| Parts and Supplies | \$126,830 | \$120,772 | \$165,860 | \$120,176 |
| Operational Contract Services | \$1,500 | \$37,945 | \$66,515 | \$33,713 |
| Administrative Contract Services | \$14,662 | \$21,313 | \$30,665 | \$15,290 |
| Marketing and Printing | \$26,629 | \$34,317 | \$49,485 | \$67,929 |
| Insurance Costs | \$61,246 | \$62,944 | \$60,000 | \$60,000 |
| Utilities | \$153,905 | \$141,327 | \$140,500 | \$114,273 |
| Other Administrative Expenses | \$9,526 | \$10,807 | \$12,300 | \$13,103 |
| Total Expenses | \$1,410,802 | \$1,594,582 | \$1,818,762 | \$1,979,668 |

(1) Other income includes claims recovery and signage revenues

(2) City of Tampa agreement of \$450,000 per year

(3) THS Contribution is the difference of billed costs (actual service hours times budget service rate) less fares, grants & other revenues



ACTION ITEM

Resolution #R2017-09-06 ~ Approval of Proposed FY2018 Tampa Historic Streetcar, Inc. (THS) Annual Corporate Budget in the Amount of \$985,078

OVERVIEW

Every year the THS Board of Directors is required to review and approve a THS annual corporate budget.

RECOMMENDATION

That the THS Board of Directors review and approve the proposed FY2018 THS annual corporate budget in the amount of \$985,078 and advise the City of Tampa Council of its approval.

FINANCIAL IMPACT

The proposed FY2018 THS annual corporate budget is a balanced budget where revenue sources equal expenses at \$958,078.

BACKGROUND

The THS annual corporate budget is approved in summer of every year by the THS Board of Directors for an effective start date of October 1.

NEXT STEPS

If approved by the THS Board, present the proposed FY2018 THS annual corporate budget to the HART Board of Directors and the City of Tampa City Council for approval at their respective public hearings on September 25 and September 26, 2017.

Prepared by: Cyndy Zambella, HART Budget and Grants Manager

Reviewed by: Jeffrey C. Seward, HART Chief Financial Officer

Approved by: Katharine Eagan, AICP, HART Chief Executive Officer

Attachments:

- I. Resolution #R2017-09-06
- II. Proposed FY2018 THS Annual Corporate Budget and Board Expenses

ATTACHMENT I

RESOLUTION NO. #R2017-09-06

A RESOLUTION APPROVING THE PROPOSED FY2018 TAMPA HISTORIC STREETCAR, INC. (THS) CORPORATE BUDGET IN THE AMOUNT OF \$985,078

WHEREAS, the THS was created by the Hillsborough Transit Authority (HART) and the City of Tampa to manage the TECO Line Streetcar System; and

WHEREAS, HART, the City of Tampa, and THS are signatories on a Tri-Party Agreement that requires THS to prepare and provide to the City of Tampa and HART an annual budget for review and approval by September 30 of each year; and

WHEREAS, THS has prepared for approval its annual corporate budget for Fiscal Year 2018;

NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE TAMPA HISTORIC STREETCAR, INC. THAT:

Section 1. The THS Board of Directors approves the proposed FY2018 THS annual corporate budget in the amount of \$985,078.

Section 2. This Resolution shall take effect immediately upon its adoption.

PASSED AND ADOPTED BY THE BOARD OF DIRECTORS OF THE TAMPA HISTORIC STREETCAR, INC. ON SEPTEMBER 20, 2017.

Michael English, President/Chair
THS Board of Directors

ATTEST:

Mickey Jacob, Secretary-Treasurer
THS Board of Directors

ATTACHMENT II

THS Corporate Budget History

| | FY2014 Budget | FY2015 Budget | FY2016 Budget | FY2017 Budget | FY2018 Proposed |
|----------------------------------|------------------|------------------|------------------|------------------|--------------------|
| <u>Operating Revenues</u> | | | | | |
| Special Service Districts (1) | \$503,326 | \$513,693 | \$634,036 | \$701,966 | \$917,691 |
| Port Authority | \$0 | \$0 | \$0 | \$0 | \$0 |
| Other Revenues (2) | \$28,250 | \$63,000 | \$63,000 | \$63,000 | \$95,600 |
| (To) From Endowment | \$161,882 | \$8,247 | \$0 | \$0 | \$0 |
| City of Tampa (3) | \$0 | \$148,000 | \$55,533 | \$57,911 | -\$28,213 |
| Total Revenues | \$693,458 | \$732,940 | \$752,569 | \$822,877 | \$985,078 |
| <u>Operating Expenses</u> | | | | | |
| CSX Insurance | \$406,283 | \$426,309 | \$346,658 | \$330,000 | \$335,000 |
| Board Expenses (4) | \$72,068 | \$54,972 | \$54,972 | \$34,000 | \$31,500 |
| Contribution to HART (5) | \$215,107 | \$251,659 | \$350,939 | \$458,877 | \$618,578 |
| Total Expenses | \$693,458 | \$732,940 | \$752,569 | \$822,877 | \$985,078 |

(1) Special Service District Property Tax for the following Districts: Ybor City I & II, Channelside, Downtown Tampa Core & Non-Core

(2) Other Revenues include: Car Leasing, Advertising Sales & Interest Income paid directly to City of Tampa

(3) This is the amount paid to THS for revenue shortfall based on THS operating expenses

(4) Expenses include Board Attorney, Accounting, Misc. supplies

(5) This is the amount paid to HART for revenue shortfall based on HART Streetcar operating expenses

THS Board Expenses

| | FY2014 Actual | FY2015 Budget | FY2016 Budget | FY2017 Budget | FY2018 Proposed |
|----------------------------------|------------------|------------------|------------------|------------------|--------------------|
| <u>THS Board Expenses</u> | | | | | |
| Board Attorney | \$32,758 | \$24,987 | \$24,987 | \$24,000 | \$15,000 |
| Accounting | \$17,198 | \$13,118 | \$13,118 | \$9,000 | \$9,000 |
| Board, WC Insurance | \$10,646 | \$8,121 | \$8,121 | \$0 | \$6,500 |
| Advertising | \$9,827 | \$7,496 | \$7,496 | \$0 | \$0 |
| Consultant | \$0 | \$0 | \$0 | \$0 | \$0 |
| Other, Office Supplies | \$1,639 | \$1,250 | \$1,250 | \$1,000 | \$1,000 |
| Total THS Board Expenses | \$72,068 | \$54,972 | \$54,972 | \$34,000 | \$31,500 |



ACTION ITEM

Resolution #R2017-09-07 ~ Approval of the Second of One Year Extension to the Operator's Agreement for the TECO Line Streetcar System

OVERVIEW

Tampa Historic Streetcar, Inc. (THS) contracts with Hillsborough Transit Authority (or HART) to operate the TECO Line Streetcar System. The current extension of the Operator's Agreement expires September 30, 2017. The purpose of this item is to approve the renewal of the second one-year extension to the agreement, effective October 1, 2017.

RECOMMENDATION

That the THS Board of Directors review and approve the second one-year extension of the Operator's Agreement for the TECO Line Streetcar System.

FINANCIAL IMPACT

The annual operations budget specifies the days, hours and frequency of service, number of vehicle hours of service and payment rates.

BACKGROUND

The current Extension of the Operator's Agreement expires on September 30, 2017. Section 4 – Term of the Operators Agreement reads as following:

“If this Agreement is not formally renewed or terminated by either party on or before September 30, 2016, this Agreement will automatically renew for a period of one year”.

Previously, the Board members discussed that, taking into consideration certain unknown factors, it would be beneficial for both THS, Inc. and HART if the agreement renew for a period of one year.

NEXT STEPS

Upon THS Board approval, present the request for one year renewal to the HART Board of Directors on September 25, 2017 for approval to be executed by both parties, HART and THS, before September 30, 2017.

Prepared by: Ruthie Reyes Burckard, Chief Operating Officer

Approved by: Katharine Eagan, AICP, Chief Executive Officer

Attachments:

I Resolution #R2017-09-07

II Extension of the Operator's Agreement for the TECO Line Streetcar System

ATTACHMENT I

RESOLUTION NO#R2017-09-07

APPROVAL OF THE SECOND ONE YEAR EXTENSION TO THE OPERATOR'S AGREEMENT FOR THE TECO LINE STREETCAR SYSTEM

WHEREAS, the Hillsborough Transit Authority (HART) was established by charter to operate transit service; and

WHEREAS, the Tampa Historic Streetcar, Inc. (THS) is charged with overseeing the operation of the TECO Line Streetcar System; and

WHEREAS, THS contracts with HART to operate the TECO Line Streetcar System; and

WHEREAS, the Operator's Agreement has been negotiated that defines the streetcar services to be provided by HART and to be paid for by THS; and

WHEREAS, the current extension of the agreement expires on September 30, 2017; and

WHEREAS, both THS and HART find it beneficial to extend the Agreement for one year term, for the period of October 1, 2017 to September 30, 2018;

NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE TAMPA HISTORIC STREETCAR, INC. THAT:

Section 1. The Board of Directors approves the second extension of the one-year the Operator's Agreement between the Hillsborough Transit Authority and the Tampa Historic Streetcar, Inc. effective October 1, 2017, with the new expiration date of September 30, 2018.

Section 2. This Resolution shall take effect immediately upon its adoption.

PASSED AND ADOPTED BY THE BOARD OF DIRECTORS OF THE TAMPA HISTORIC STREETCAR, INC. ON AUGUST 20, 2017.

ATTEST:

Michael English, President/Chair
THS Board of Directors

Mickey Jacob, Secretary-Treasurer
THS Board of Directors

ATTACHMENT II

**SECOND EXTENSION OF THE OPERATOR'S AGREEMENT FOR THE
TECO STREETCAR LINE**

**THIS SECOND EXTENSION OF THE OPERATOR'S AGREEMENT FOR THE
TECO STREETCAR LINE** ("Extension") is made and entered into as of the Effective Date (hereafter defined), by and between **HILLSBOROUGH TRANSIT AUTHORITY**, a/k/a **HILLSBOROUGH AREA REGIONAL TRANSIT AUTHORITY**, an independent special taxing district and regional transportation authority organized and existing under the laws of the State of Florida (hereafter "HART" or "Operator"), and **TAMPA HISTORIC STREETCAR, INC.**, a Florida not-for-profit corporation organized and existing under the laws of the State of Florida, (hereafter "THS").

WITNESSETH:

WHEREAS, HART entered into an Operator's Agreement ("Agreement") with THS to operate the TECO Line Streetcar System for a period of three-years, which Agreement expires on September 30, 2016; and

WHEREAS, both THS and HART find it beneficial to extend the Agreement for one-year term, for the period of October 1, 2017 to September 30, 2018;

NOW, THEREFORE, in consideration of the recitals set forth in this Extension, the mutual covenants, promises and representations contained herein, and for other good and valuable consideration, HART and THS agree as follows:

1. That Section 4, TERM to the Operator's Agreement is hereby amended to read as follows:

Section 4. Term

The term of this Second extension of the Agreement is one year, beginning on the Effective Date hereof and terminating on September 30, 2018. The parties shall meet in regard to the extension of this Agreement at least 270 days before September 30, 2018 to

ATTACHMENT II

negotiate a renewal of this Agreement. If this Agreement is not formally renewed or terminated by either party on or before September 30, 2018, this Agreement will automatically renew for a period of one year. If this Agreement is not formally renewed or terminated on or before each successive September 30th, it shall automatically renew for successive one year periods until terminated by either party as set forth in Article III, Section 4g (2- Termination of Agreement) of this Agreement.

2. Effect of the Operator's Agreement for the TECO Streetcar Line. Except as modified hereby, the Operator's Agreement for the TECO Streetcar Line remains unchanged and in full force and effect.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed by their duly authorized representatives on this 30 day of September 2017.

HILLSBOROUGH TRANSIT AUTHORITY

Katharine Eagan, AICP, Chief Executive Officer

ATTEST:

APPROVED AS TO FORM:

David L. Smith, Esquire, General Counsel, HART

TAMPA HISTORIC STREETCAR, INC.

Michael English, President

ATTEST:

APPROVED AS TO FORM:

David Smoker, Esquire, General Counsel, THS, Inc.

COMPLIANCE REPORT

THS Marketing Services Report for August 2017

Streetcar Extended Hours for Amalie Arena Events



Fourth Friday

During the May 17, THS Board of Directors Meeting, the Board voted to participate in the Tampa Downtown Partnership Fourth Friday events by extending free fares from 7 p.m. until end of service by showing the motorpersons a wristband.

Ridership:

| Date | # 4 th Friday Trips | Total Trips | % of Total Trips |
|----------------------|--------------------------------|--------------|------------------|
| June 23 | 103 | 701 | 15% |
| July 28 | 321 | 1,123 | 29% |
| August 25 | 32 | 343 | 9% |
| Total to-date | 456 | 2,167 | 21% |

HART staff Advertising included social media, HART website and a press release.



Streetcar Social Media Advertisement



Ybor Saturday Market Promotion



As in past years, the streetcar offered free trips with a purchase at the Ybor City Saturday Market. This year, they are being offered for July 29-October 15.

Two hundred free passes were provided to the Saturday Market. To date, there has only been three redemptions.

Downtown Crawlers Co-Promotion

At the request of the Tampa Downtown Partnership, the Downtown Crawlers had a scavenger hunt (called, Heroes and Villains) on July 29-July 31 (3 days), of which The TECO Line Streetcar system let this company purchase 600 1-Day passes at a 50% discount of \$2.50 (usually \$5.00). The Downtown Crawlers were also able to return tickets.

According to the HART Finance Division, that sells the passes, the Downtown Crawlers returned 549 of 600 purchased tickets, or sold 51 tickets at \$2.50. Total revenue generated from this event was \$127.50.

Streetcar Live

This monthly concert series on the Streetcar resumed September 2.



THS Marketing Collateral and Graphic Support - September 2017

- Streetcar Live September 2017 - Station Kiosk
- Streetcar Live September 2017 - Poster
- Streetcar Live September 2017 - Facebook Cover Photo
- Printing of Streetcar Free Ride Tickets - Ybor City Saturday Market

Prepared by: Steve Rosenstock, Sr. Manager of Marketing Services

Reviewed by: Lena Petit, Director of Executive Office & Board Support

Approved by: Katharine Eagan, AICP, Chief Executive Officer



COMPLIANCE REPORT

Ridership and Fares for August 2017

| | MONTH-TO-DATE COMPARISON | | | | YEAR-TO-DATE COMPARISON | | | |
|--------------------------------|--------------------------|-------------|--------------|----------------|-------------------------|-------------------|--------------|----------------|
| | August 2017 | August 2016 | MTD Variance | MTD % Variance | YTD Actual FY2017 | YTD Actual FY2016 | YTD Variance | YTD % Variance |
| Total Ridership | 14,307 | 18,916 | (4,609) | (24.4)% | 272,937 | 270,730 | 2,207 | 0.8% |
| Fare Card Ridership Percentage | 79.6% | 81.1% | (1.5)% | (1.8)% | 75.9% | 78.9% | (3.0)% | (3.8)% |
| Farebox Revenue | \$6,545 | \$6,993 | \$(448) | (6.4)% | \$122,440 | \$111,101 | \$11,339 | 10.2% |
| Fare Card Sales | \$25,990 | \$30,665 | \$(4,675) | (15.2)% | \$391,171 | \$422,366 | \$(31,195) | (7.4)% |
| Reimbursable Rides | \$120 | \$157 | \$(37) | (23.6)% | \$1,760 | \$1,675 | \$85 | 5.1% |
| Total Revenue | \$32,655 | \$37,815 | \$(5,160) | (13.6)% | \$515,371 | \$535,142 | \$(19,771) | (3.7)% |
| Average Fare | \$2.28 | \$2.00 | \$0.28 | 14.0% | \$1.89 | \$1.98 | \$(0.09) | (4.5)% |

Month-to-Date Comparison: for the August month-end, revenue was down by \$5,160 or 13.6% and ridership was down 4,609 trips or 24.4% when compared to the same period in FY2016.

Year-to-Date Comparison: for the eleven months ended August 2017, revenue was down by \$19,771 or 3.7% and ridership was up by 2,207 trips or 0.8% when compared to the same period in FY2016.

Prepared by: Joan Brown, HART Director of Financial Operations

Reviewed by: Jeffrey C. Seward, HART Chief Financial Officer

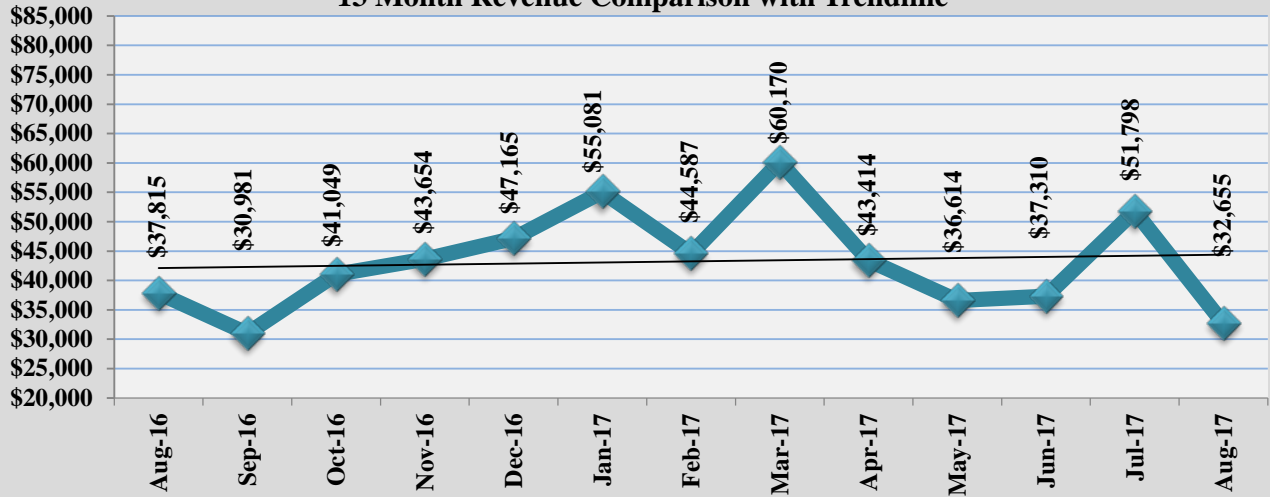
Approved by: Katharine Eagan, AICP, HART Chief Executive Officer

Attachments:

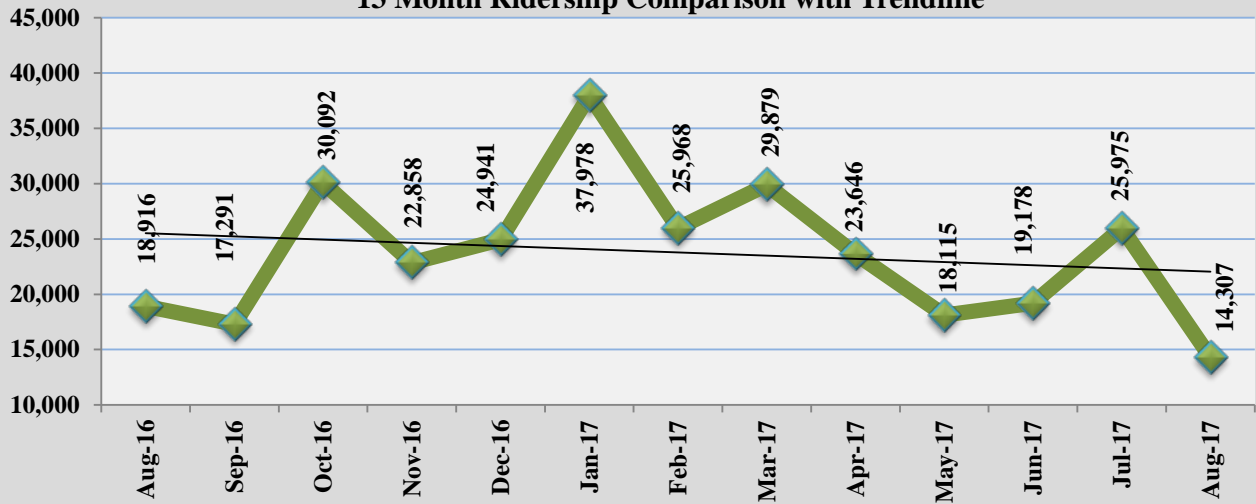
- I. Revenue and Ridership Charts
- II. Ridership by Fare Category

HART - TAMPA HISTORIC STREETCAR REVENUE & RIDERSHIP

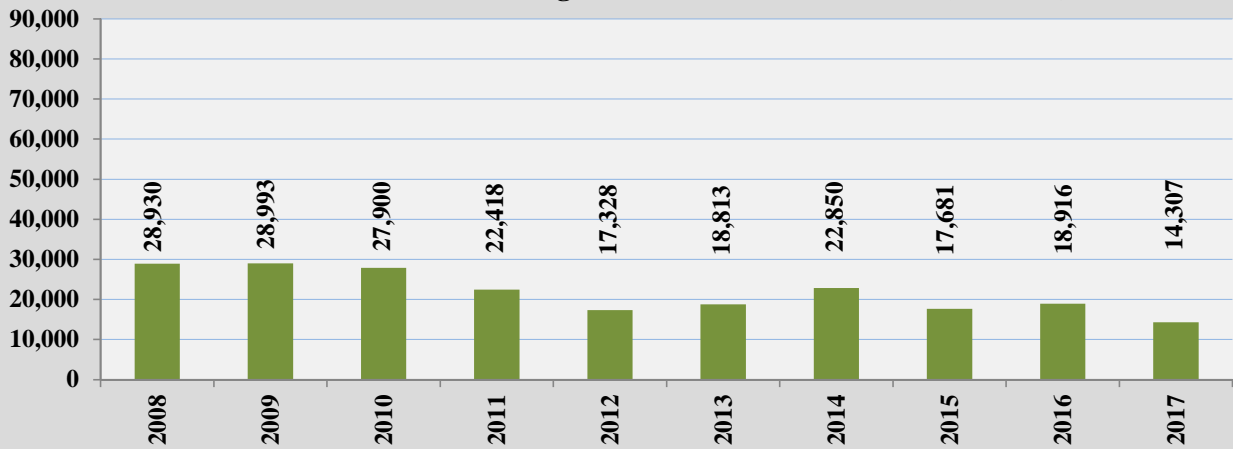
13 Month Revenue Comparison with Trendline



13 Month Ridership Comparison with Trendline



The Month of August - Fiscal Year 2008 - 2017 (10 Years)



Passenger Fares

| <u>Period</u> | <u>Amount</u> |
|---------------|---------------|
| Aug-16 | \$37,815 |
| Sep-16 | \$30,981 |
| Oct-16 | \$41,049 |
| Nov-16 | \$43,654 |
| Dec-16 | \$47,165 |
| Jan-17 | \$55,081 |
| Feb-17 | \$44,587 |
| Mar-17 | \$60,170 |
| Apr-17 | \$43,414 |
| May-17 | \$36,614 |
| Jun-17 | \$37,310 |
| Jul-17 | \$51,798 |
| Aug-17 | \$32,655 |

Ridership

| <u>Period</u> | <u>Amount</u> |
|---------------|---------------|
| Aug-16 | 18,916 |
| Sep-16 | 17,291 |
| Oct-16 | 30,092 |
| Nov-16 | 22,858 |
| Dec-16 | 24,941 |
| Jan-17 | 37,978 |
| Feb-17 | 25,968 |
| Mar-17 | 29,879 |
| Apr-17 | 23,646 |
| May-17 | 18,115 |
| Jun-17 | 19,178 |
| Jul-17 | 25,975 |
| Aug-17 | 14,307 |

Ridership

| <u>FY</u> | <u>Amount</u> |
|-----------|---------------|
| 2008 | 28,930 |
| 2009 | 28,993 |
| 2010 | 27,900 |
| 2011 | 22,418 |
| 2012 | 17,328 |
| 2013 | 18,813 |
| 2014 | 22,850 |
| 2015 | 17,681 |
| 2016 | 18,916 |
| 2017 | 14,307 |

Attachment II

Streetcar Ridership by Fare Category for August 2017

| Ridership Type | Cash Fare Rides | One Day & One Day Discount Pass Purchased on the Streetcar | One Day Fare Card Used on the Streetcar Purchased Earlier | Already a Pass Rider | Family One Day Pass | Other | One Trip Adult Fare Card | 31 Day Bus Fare Card Used on the Streetcar | Passport Used on the Streetcar | One Trip Discount Fare Card | Visitor's 3 Day Fare Card Used on the Streetcar | Streetcar Assessment 20 Ride Fare Card (Revenue returned to THS at point-of-sale) | Streetcar Annual Fare Card (Revenue returned to THS at point-of-sale) | Special Promos, Children, All Exceptions and After Midnight, Non-Paying Patrons | Totals |
|-----------------------------|-----------------|--|---|----------------------|---------------------|----------|--------------------------|--|--------------------------------|-----------------------------|---|---|---|---|---------------|
| Discount Streetcar | 248 | 494 | 1,071 | 1,057 | 415 | | | | | 240 | 0 | | | | 3,525 |
| Streetcar Local | | 744 | 5,244 | 1,297 | 0 | | | | | 0 | | | | | 7,285 |
| Local Streetcar | 512 | | | | | | 1,522 | | | | | | | | 2,034 |
| One Day Local Bus Fare Card | | | 493 | | | | 0 | | 22 | 0 | | | | | 515 |
| Bus Fare Card | | 0 | 0 | | | 0 | | 108 | | 0 | | | | | 108 |
| Other Streetcar | | 0 | 0 | | | | | | | | 114 | 204 | 5 | 517 | 840 |
| Totals | 760 | 1,238 | 6,808 | 2,354 | 415 | 0 | 1,522 | 108 | 22 | 240 | 114 | 204 | 5 | 517 | 14,307 |

Streetcar Cash Fare Calculation for August 2017

| Ridership Type | Cash Fare Rides | Fare Rate | Calculated Farebox Revenue | One Day Pass Purchased | Fare Rate | Calculated Farebox Revenue | One Day/Express Disc Pass Purchased | Fare Rate | Calculated Farebox Revenue | Special Events and Other Farebox Revenue | Calculated Farebox Revenue | Total Calculated Farebox Revenue | Actual Farebox Revenues Collected | Excess Farebox Revenues Collected |
|--------------------------|-----------------|-----------|----------------------------|------------------------|-----------|----------------------------|-------------------------------------|-----------|----------------------------|--|----------------------------|----------------------------------|-----------------------------------|-----------------------------------|
| Discount Streetcar | 248 | \$1.25 | \$310.00 | 494 | \$2.50 | \$1,235.00 | | | | | | \$1,545.00 | | |
| 1 Way Fare // 1 Day Pass | 512 | \$2.50 | \$1,280.00 | 744 | \$5.00 | \$3,720.00 | | | | | | \$5,000.00 | | |
| Other -Express | | | | 0 | \$6.00 | \$0.00 | 0 | \$3.00 | \$0.00 | \$0.00 | | \$0.00 | | |
| Totals | 760 | | \$1,590.00 | 1,238 | | \$4,955.00 | 0 | | \$0.00 | \$0.00 | | \$6,545.00 | \$6,545.45 | \$0.45 |

Full Fares \$5,000.45

Streetcar Pass Sales

| Pass Type | Quantity Sold | Purchase Price | Total Sales | Percent of Sales |
|--|---------------|----------------|--------------------|------------------|
| Annual Pass | 1 | \$200.00 | \$200.00 | 0.75% |
| 20-Ride Assessment | 0 | \$25.00 | \$0.00 | 0.00% |
| 20-Ride Assessment: Outlets | 19 | \$25.00 | \$475.00 | 1.78% |
| 20-Ride Assessment: Transit store | 5 | \$25.00 | \$125.00 | 0.47% |
| Family Discount Pass: TVM | 229 | \$12.50 | \$2,862.50 | 10.76% |
| 3-Day Visitor Unlimited: TVM | 31 | \$11.75 | \$364.25 | 1.37% |
| 3-Day Visitor Discount: TVM & Pass Sales | 0 | \$5.50 | \$0.00 | 0.00% |
| 1 Day Pass | 110 | \$5.00 | \$550.00 | 2.07% |
| 1 Day Pass: Outlets | 157 | \$5.00 | \$785.00 | 2.95% |
| 1 Day Pass: Transit Store | 0 | \$5.00 | \$0.00 | 0.00% |
| 1 Day Pass: TVM & Mobile Sales | 2,924 | \$5.00 | \$14,620.00 | 54.93% |
| 1 Day Discount Pass | 0 | \$2.50 | \$0.00 | 0.00% |
| 1 Day Discount Pass: Outlets | 33 | \$2.50 | \$82.50 | 0.31% |
| 1 Day Discount Pass: Transit Store | 0 | \$2.50 | \$0.00 | 0.00% |
| 1 Day Discount Pass: TVM & Mobile Sales | 478 | \$2.50 | \$1,195.00 | 4.49% |
| One Trip Adult Pass - TVM only | 1,627 | \$2.50 | \$4,067.50 | 15.28% |
| One Trip Discount Pass - TVM only | 260 | \$1.25 | \$325.00 | 1.22% |
| Flammingo 1 Day Pass | | \$5.00 | \$750.00 | 2.82% |
| Flammingo Family Pass | | \$12.50 | \$212.50 | 0.80% |
| Total | 5,874 | | \$26,614.25 | 100.00% |

Streetcar Reimbursable Rides

| Pass Type | Quantity Used | Price | Total Reimbursement |
|------------------|---------------|--------|---------------------|
| 31-Day Unlimited | 108 | \$1.11 | \$119.88 |
| Total | | | \$119.88 |

| | Purchased on Streetcar | Purchased at TVM | Grand Totals |
|------------------------|------------------------|------------------|----------------|
| 1 Day Pass Sales | 744 | 2,924 | 3,668 |
| 1 Day Disc. Pass Sales | 494 | 478 | 972 |
| | 50.82% | 49.18% | 100.00% |

Fare Revenue Returned to THS

| Fare Revenue by Type | |
|----------------------|--------------------|
| Farebox | \$6,545.45 |
| Pass Sales | \$26,614.25 |
| Sales Discounts | (\$624.63) |
| Reimbursable Rides | \$119.88 |
| Total | \$32,654.95 |

Average Fare Per Passenger

| | |
|--------------------------|--------|
| Current month | \$2.28 |
| Year to date | \$1.89 |
| Total trips using passes | 90% |

*Discounts are for seniors age 65 or older, youths age 17 or younger, those on Medicare or with disabilities.



COMPLIANCE REPORT

City of Tampa Financial Statements for the month ending June 30, 2017

DISCUSSION

City of Tampa has provided Financial Statements for the month ending June 30, 2017.

RECOMMENDATION

Receive and file as an information item.

Prepared by: Lee Huffstutler, City of Tampa Chief Accountant

Attachments:

- I. City of Tampa letter dated September 15, 2017
- II. Financial Statements for the month ending June 30, 2017



CITY OF TAMPA

Bob Buckhorn, Mayor

Revenue and Finance

Accounting

September 15, 2017

TO: Tampa Historic Streetcar, Inc.
FROM: Uyen Le, Accountant II
SUBJECT: June 2017 Monthly Financial Statements

Attached are the financial statements for the month ended June 30, 2017, operating and endowment funds.

Special assessment receipts are up 9.1%, and fare box revenues are down 10.2% compared to this time last year. HART operating expenses are up 12.5%, and CSX costs are down .4%. Some revenue and expense highlights are as follows:

| | FY 17 | FY 16 | \$ Difference | % Change |
|--------------------------|--------------|--------------|---------------|----------|
| Fare Box Revenues | \$ 402,233 | \$ 447,984 | \$ (45,751) | -10.2% |
| Special Assessments | \$ 701,966 | \$ 643,362 | \$ 58,604 | 9.1% |
| Net Advertising Revenues | \$ 37,020 | \$ 35,697 | \$ 1,323 | 3.7% |
| HART Expenses | \$ 1,301,394 | \$ 1,156,712 | \$ 144,682 | 12.5% |
| CSX Insurance | \$ 251,975 | \$ 252,888 | \$ (913) | -0.4% |

The Endowment began the fiscal year with approximately \$405,050, and reflects a balance of \$403,448 as of June 30, 2017. Interest earnings were \$4,042, or an approximate APR of .1%.

ATTACHMENT II

TAMPA HISTORIC STREETCAR OPERATIONS

STATEMENT OF NET POSITION

| <u>ASSETS</u> | 6/30/17 | 6/30/16 | 6/30/15 |
|---------------------|------------|------------|------------|
| CASH | \$ - | \$ - | \$ - |
| RECEIVABLE | 91,421 | 130,633 | 111,605 |
| PREPAID ITEMS | 195,226 | 201,377 | 194,873 |
| TOTAL ASSETS | \$ 286,647 | \$ 332,010 | \$ 306,478 |
| <u>LIABILITIES</u> | | | |
| PAYABLES | \$ 128,316 | \$ 125,536 | \$ 117,873 |
| UNEARNED INCOME | - | - | - |
| | \$ 128,316 | \$ 125,536 | \$ 117,873 |
| <u>NET POSITION</u> | | | |
| NET POSITION | \$ 158,331 | \$ 206,474 | \$ 188,605 |

STATEMENT OF CHANGES IN NET POSITION

| | 06/30/17 | | | | 6/30/16 | 6/30/15 |
|--------------------------------|---------------|---------------|---------------|----------------|---------------|---------------|
| | MONTH | YEAR TO DATE | | | YEAR TO DATE | YEAR TO DATE |
| | <u>ACTUAL</u> | <u>BUDGET</u> | <u>ACTUAL</u> | <u>BALANCE</u> | <u>ACTUAL</u> | <u>ACTUAL</u> |
| REVENUES | | | | | | |
| HART-FDOT | \$ - | \$ - | \$ - | \$ - | \$ 50,000 | \$ 70,000 |
| HART-FTA | 12,500 | 62,500 | 62,500 | 0 | 100,000 | 150,000 |
| CRA CONTRIBUTIONS | 37,500 | 337,500 | 337,500 | - | 337,500 | 337,500 |
| FARE BOX | 37,310 | 446,164 | 402,233 | (43,931) | 447,984 | 454,942 |
| CAR LEASING | 1,502 | 3,750 | 10,618 | 6,868 | 4,419 | 10,333 |
| ADVERTISING | 7,600 | 43,500 | 61,700 | 18,200 | 59,481 | 52,200 |
| OTHER CONTRIBUTIONS | - | 3,750 | - | (3,750) | 35,083 | 2,195 |
| IN KIND CONTRIBUTIONS | - | - | 7,500 | 7,500 | - | - |
| INTEREST | - | - | - | - | - | - |
| CONTRIBUTION FR COT | - | 57,911 | 57,911 | - | - | - |
| MISC REVENUES | 1 | 7,500 | 102 | (7,398) | - | - |
| SPECIAL ASSMT | 15,206 | 701,966 | 705,641 | 3,675 | 643,362 | 513,690 |
| TOTAL REVENUES | 111,619 | 1,664,541 | 1,645,705 | (18,836) | 1,677,829 | 1,590,860 |
| EXPENSES - BOARD | | | | | | |
| LEGAL | - | 18,000 | 5,562 | 12,438 | 6,631 | 17,829 |
| ACCOUNTING | - | 6,750 | 7,500 | (750) | 9,000 | 8,800 |
| INSURANCE | - | - | - | - | - | - |
| ADVERTISING | - | - | - | - | - | - |
| REV DEVLPMNT/CONSULTANT | 3,040 | - | 24,680 | (24,680) | 23,784 | 20,880 |
| OTHER | 33 | 750 | 435 | 315 | 293 | 393 |
| TOTAL BOARD EXPENSES | 3,073 | 25,500 | 38,177 | (12,677) | 39,708 | 47,902 |
| EXPENSES - OPERATING | | | | | | |
| INSURANCE/CSX | 28,183 | 247,500 | 257,150 | (9,650) | 257,764 | 276,027 |
| EXTRA SERVICE | - | - | - | - | - | - |
| HART | 115,818 | 1,364,072 | 1,225,680 | 138,392 | 1,006,691 | 853,673 |
| HART-FDOT/FTA | 12,501 | - | 75,714 | (75,714) | 150,021 | 227,915 |
| TOTAL OPERATING EXPENSES | 156,502 | 1,611,572 | 1,558,544 | 53,028 | 1,414,476 | 1,357,615 |
| TOTAL EXPENSES | \$ 159,575 | \$ 1,637,072 | \$ 1,596,721 | \$ 40,351 | \$ 1,454,184 | \$ 1,405,517 |
| REVENUES LESS EXPENSES | (47,956) | \$ 27,470 | 48,984 | 21,515 | 223,645 | 185,343 |
| USE OF (INCREASE IN) ENDOWMENT | 14,438 | - | (347,641) | 347,641 | (107,312) | (135,829) |
| BEGINNING NET POSITION | | | 456,988 | | 90,141 | 139,091 |
| ENDING NET POSITION | | | \$ 158,331 | | \$ 206,474 | \$ 188,605 |