



Tampa Historic Streetcar, Inc. Fiscal Year 2013 in Review for the Special Assessment District

Tampa Downtown
Partnership
Transportation Committee

Tampa Downtown
Partnership
Property Managers Group

City of Tampa
Non-Ad Valorem Assessment
Public Hearing

Tampa Port Authority
Board of Directors
Meeting

Channel District CRA
Advisory Board

Downtown CRA
Advisory Board

Tampa Historic Streetcar, Inc.
Special Assessment Renewal Meeting

YCDC
Board of Directors



The TECO Line Streetcar remains one of Tampa's most notable icons. The Streetcar appears in murals, in printed material, in promotions, and on web-sites throughout Tampa Bay. Whether you are in Downtown Tampa, in Channelside Bay Plaza, in the Tampa Bay Times Forum, or in Historical Ybor City, painted visuals of the Streetcar appear. The City of Tampa & Ybor City feature it on its web-site, and the Tampa Bay History Center has it on its home-page and includes it in promotions. The Tampa Convention Center uses the Streetcar to entice Convention Groups, and even the Minions from the popular movie, Despicable Me, made a visit to one of the Streetcar stops in Ybor City. The Streetcar is certainly unique to Tampa.



TECO LINE STREETCAR SYSTEM

FINANCIAL SUMMARY

(charts appear on the next page)

REVENUES

Actual funding for the Streetcar totaled \$2,132,139. The Streetcar relied on sources of funding such as farebox revenues (27%), CRA contributions (21%), and the Special Assessment (20%). These sources represented 68% of total revenues. Other significant sources of revenue included HART FTA (9%), CRA contributions from prior years (7%), the endowment (5%), a contribution from the Tampa Port Authority (5%), and HART FDOT (5%), among others.

- Farebox revenues of 27% are now just slightly ahead of the industry average of 25%. This was a 3% decline from the previous year of 30%.
- The Special Assessment has maintained its original millage rate of .33. FY2013 projected revenue is anticipated to increase by 4% due to slight increases in property values, and more investments in housing and property, in the Channel District.

EXPENSES

HART Operating expenses remained the bulk of expenses (67%), followed by CSX Insurance (18%), HART FDOT/FTA (13%), THS, Inc. Board expenses (2%), and Extra Service was negligible.

RIDERSHIP

Events along the Streetcar Line continue to increase revenue and ridership. The Streetcar continues to be popular during Gasparilla, the 4th of July Fireworks in Channelside, Streetcar Fest, Festa Italiana, the Cuban Sandwich Festival, and large Conventions. Despite special events such as these, the TECO Line Streetcar had seen erosion in ridership since its highest point in FY2009 when there were 462,704 trips. Since then, the number of trips declined annually and 330,000 had been budgeted for FY2013. As we go into FY2014, a 10% decline in ridership is expected, and 300,000 trips are budgeted.



2013: MARKETING EFFORTS

This year marked the 10th Anniversary of the TECO Line Streetcar System. In celebration, on Saturday, October 20th fares were reduced to 10¢ throughout the day and into the late night. Family friendly entertainment was provided in Centro Ybor from 12 noon through 5 p.m. and discounts were offered by retailers, restaurants, businesses, and attractions along the line. There was special participation by Cirque du Soleil who promoted its show, Kooza, and had the first advertising wrap on the Streetcar. The number of trips recorded that day was just under 10,000 (9,825), which were +7,873 vs. the same date in the prior year.

Cross-promotional activities and partnerships were implemented on the Streetcar to induce trial and repeat ridership. This included a month-long promotion that offered a free trip with a purchase at the Downtown Sunday Market, Ybor Saturday Market or the Ybor Twilight Market. A partnership, offering a free trip with a ticket stub from the Centro Ybor Muvico 20 was expanded from one month in 2012 to the summer months of 2013. Other activities included participation in the new Tampa Downtown Partnership's Arts & Entertainment Pass (April – September 30), and in the Ybor Summer of Fun Campaign.

In November, 2012, THS, Inc. renewed the one year option on its contract with Direct Media USA to oversee sales of advertising space on streetcar stations and vehicles. Last August, the HART Board of Directors, at the request of the Streetcar Board of Directors, added alcohol and cigar



advertising (with restrictions) to the Advertising Policy for the Streetcar subject to review in one year. The objective was to increase advertising revenue to the Streetcar. During this period, \$50,779 worth of advertising space was contracted, of which \$43,704, or 86%, of sales, was Alcohol or Cigar related. Already for next year, Direct Media USA had contracted \$14,400 worth of alcohol related advertising. This advertising also includes full wraps for Anheuser Busch, and a one sided wrap for the Comic Con Convention.





20-RIDE STREETCAR PASS, FOR ONLY \$25.00 - A 50% DISCOUNT

Employers, business owners, and residents within the Special Assessment District may purchase this special pass (with no expiration). The number of sales outlets offering this special pass increased from five to eight, with three more currently pending. These sales locations now appear on all ticket vending machines, and on the web-site, making it more convenient to purchase. A special direct mail piece was mailed in May to SSD residents, designed to familiarize them with the nearest sales location, by offering two free 1-day passes redeemable only at one of these locations.

TAMPA HISTORIC STREETCAR SURVEY

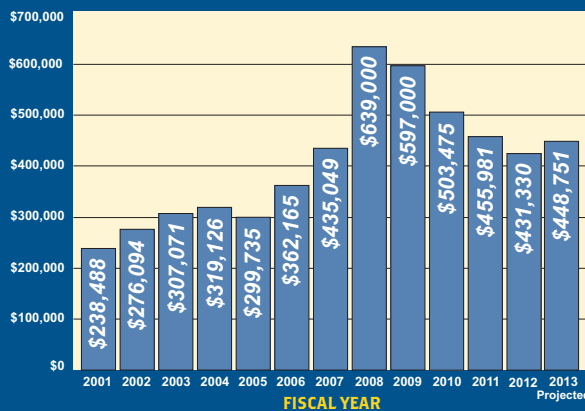
In December, students of Hillsborough Community College, Ybor Campus, with direction from the THS, Inc. Marketing Committee, completed a survey intended to give insight into how residents and tourists feel about the Streetcar system, its purpose, hours of service, frequency and cost. The students used various methods of sampling, to select respondents from defined target areas. It was also posted on the TECOLineStreetcar.org website to get input from site visitors. The sample consisted of 971 people from all over Florida, 18 States, and 7 countries.

Select Data Analysis

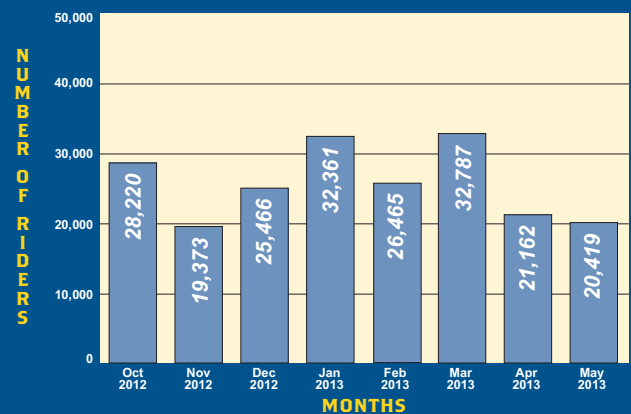
- Slight Male skew: 54% Male/46% Female
- Average Age of a Streetcar rider is approximately 37 with 2 persons in the household
- 43% had never ridden the Streetcar
- 30% don't ride, or ride often. It does not go where they want it to go.
- 71% ride occasionally
- 32% ride to go to restaurants or entertainment
- 22% ride to go to festivals/special events
- 51% of those interviewed thought the one-way cost of \$2.50 is reasonable, 22% thought the one-way cost should be \$1.00
- 85% of those interviewed thought the all-day cost of \$5.00 is reasonable

For full survey results, visit www.TECOLineStreetcar.org

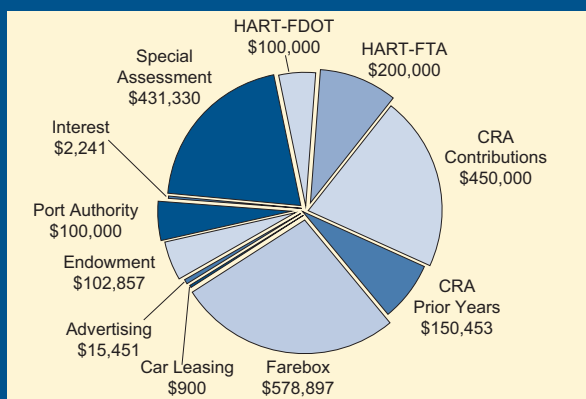
TAMPA HISTORIC STREETCAR, INC. NON AD VALOREM SPECIAL ASSESSMENT COLLECTIONS



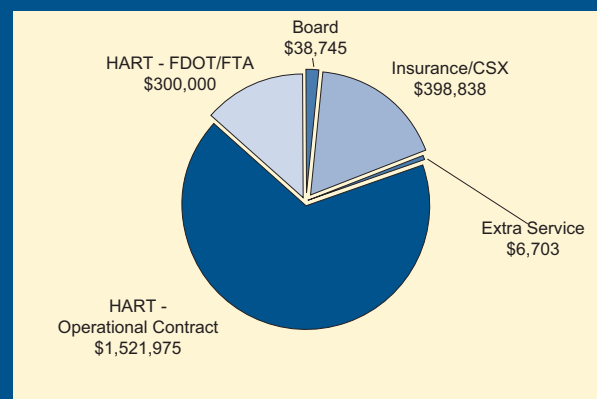
TECO LINE STREETCAR SYSTEM FISCAL YEAR 2013 MONTHLY RIDERSHIP YTD



TAMPA HISTORIC STREETCAR, INC. FISCAL YEAR 2012 ACTUAL REVENUES



TAMPA HISTORIC STREETCAR, INC. FISCAL YEAR 2012 ACTUAL EXPENDITURES



Downtown Tampa, Harbour Island, Channel District & Ybor City

STREETCAR TECO LINE SYSTEM

TECO Line Streetcar System

Route & Stops

MON-THU NOON - 10 PM
FRI & SAT 11 AM - 2 AM
SUN NOON - 8 PM

Service every 20 minutes
 Except 1-2 AM
 Service every 30 minutes

HART Route 8 buses parallel the Streetcar line for those exploring outside the normal Streetcar operating hours.

STATIONS

- 1 CENTENNIAL PARK STATION
- 2 TAMPA BAY FEDERAL CREDIT UNION STATION
- 3 STREETCAR SOCIETY STATION
- 4 CADRECHA PLAZA STATION
- 5 PORT AUTHORITY STATION
- 6 YORK STREET STATION
- 7 CUMBERLAND AVENUE STATION
- 8 THE TAMPA TRIBUNE STATION
- 9 HSBC STATION
- 10 DICK GRECO PLAZA transportation center
- 11 WHITING STATION

Ticket Vending Machines at all stations

SPECIAL ASSESSMENT DISTRICT

FOR YOUR CONVENIENCE, FARECARDS ARE ALSO AVAILABLE AT THE FOLLOWING SALES OUTLETS:

DOWNTOWN
 Marion Transit Center
 100 North Tampa Building - Concierge
 Bank of America - Concierge
 HART on Franklin
 Duckweed Urban Market

CHANNELSIDE
 Tampa Bay and Company - Visitor Center
 Wine Design

CHANNEL DISTRICT
 Grand Central at Kennedy

YBOR CITY
 Centro Ybor - Visitors Center
 HART Administrative Offices



IN-TOWN TROLLEY

In-Town Trolley Service & Stops
 (Marion Transit Center to Dick Greco Plaza/Harbour Island)

MON-FRI
 6 AM - 8:30 AM
 and
 3:30 PM - 6 PM
 Service Every 15 minutes

HART LOCAL SERVICE

Local Route 30 Airport Service Service & Stops*
 (Downtown to Tampa International Airport/Town 'N Country)

Local Route 8 Service & Stops*
 (Downtown to Progress Village/Brandon)

* Please refer to Route Schedules

POINTS OF INTEREST

- Marion Street Transit Parkway
- Points of Interest
- Visitor Information Centers
- Public Parking Garages
- Tampa Riverwalk
- Temporary Riverwalk/Connector

TAMPA HISTORIC STREETCAR, INC. BOARD OF DIRECTORS

Hillsborough Area Regional Transit Authority Appointees

Councilmember Mr. Mike Suarez, *Vice President*
 Councilmember Mr. Eddie Vance
 Ms. Karen Jaroch
 Mr. Wallace Bowers, *Alternate*
 Mr. Bryan Crino, *Alternate*
 Dr. Steven Polzin, *Alternate*

City of Tampa Appointees

Mr. Michael English, *President*
 Ms. Abbey Dohring, *Secretary/Treasurer*
 Mr. Rick Hamilton
 Dr. Shawn Robinson
 Mr. Robert McDonough, *Alternate*

ENDOWMENT SPONSORS

TECO Energy
 Bright House Networks
 SunTrust Bank
 VIGO Importing Company, Inc.

Tampa Bay Federal Credit Union
 The Tampa Tribune
 Tampa-Ybor City Street Railway Society
 HSBC

Tampa Design Interiors
 Tampa Port Authority



MISSION STATEMENT

Tampa Historic Streetcar, Inc. 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.

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. (THS). Operation of the streetcar system is the responsibility of THS, which contracts with HART to provide operations staffing. Neither the City of Tampa nor HART uses general tax revenues to pay for streetcar operations.

STREETCAR TECO LINE SYSTEM

(813) 254-4278
WWW.TECOLINESTREETCAR.ORG