

Special Services District 2009 1st Quarter Report

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Marketing & Business Development - continued

Public Relations/Public Speaking:

- The Tampa Bay Business Journal interviewed Christine Burdick on the **economic effects on downtown Tampa.**
- The Gulf Coast Business Review interviewed Christine Burdick on the **economic effects on downtown Tampa.**
- In the Partnership's monthly online publication, InTown Tampa, Christine Burdick addressed **the current economic status of downtown Tampa** in the Upfront Column.
- **The Criterium** received minimal coverage.
- Various news outlets covered the **13th Annual Downtown Development Forum.** These included WMNF 88.5, WUSF 88.9 and WTVT Fox 13.

Business Development and Retention Efforts:

- **The Tampa Downtown Market has made the decision to remain open through May 15th.** This extends the market by 2 additional Fridays.
- **The Partnership and *New Heights Magazine* continue to partner together** on a special downtown promotional section in the publication featuring over 30 restaurants and a map pinpointing their location.
- **HiLife TV continues on its second phase.** Partnership member, Shooting Stars Post, has been hired to take the online TV series to the next level. So far, 6 of the new episodes have been released. A new web page to host the episodes has also been created.
- The **2009 SSD brochure** has been released.
- A **new downtown discounting card** is in the development phase. The new program will offer tracking capabilities and demographic information about the user. This will aid in the Partnership efforts to make retailers aware of what downtown people do and where they shop.
- **Downtown Live after Five has returned.** The new concert series is held on the third Thursday of the month through June, 2009. The location is Poe Plaza. Sponsors and partners for this series are Hyatt Regency Tampa, Tampa City Center, City of Tampa, Cox Radio and St. Petersburg Times/TBT Tampa Bay.
- **The Partnership created a special March brochure** promoting restaurants, retailers, cultural/entertainment venues and service providers open on weekends. This was created because of the numerous major events during the month.
- **The Partnership will be revamping its entire Web site** to incorporate new technologies to communicate information more effectively. At this stage it has been decided that a Web site consultant would be a strong choice to make sure that the TDP is maximizing its available dollars on this project and getting the best technology available.

Marketing & Business Development - continued

www.tampasdowntown.com

	January	February	March
Total Hits	219,828	182,744	186,345
Average Hits Per Day	7,091	6,526	6,011

www.hilifetampa.com

	January	February	March
Total Hits	33,701	15,369	29,445
Average Hits	1,087	548	949

Submitted by: Paul Ayres, Director of Marketing and Business Development

Maintenance - Tampa's Downtown Clean Team

Tampa's Downtown Clean Team was established in 1994 as a vital portion of the programs designed to enhance the Special Services District (Downtown Tampa's business improvement district).

The Clean Team's objective is to provide supplemental litter, trash and weed removal, in addition to city services, to public spaces located within the boundaries of the SSD, in order to improve the image of the greater downtown area.

Meet The Team

Jay Arnold	Gary McCurtis
Eddie Carver	Charlene Reynolds
Robert Clary	Robert Schoensee
Rich Cottrell, <i>Team Leader</i>	Robert Simmons
Gary Ford	Jasper Tyson
Lamar Jones	
Mike Kennedy	

1st Quarter Stats	<i>1st Quarter</i>
<i>Tons / Bags of Trash Collected</i>	106 / 5303
<i>Code and Safety Issues Reported</i>	29

Clean Team Activities

- **The Clean Team was hired by the committee for the Gasparilla Festival of the Arts** to clean up the event site during and after the festival. The team collected 10 tons of trash during the two-day event.
- **The green machine (street sweeper) was in the shop for most of March** due to a manufacturer error that involved the engine. Even though the machine was down, the gutters remained maintained through the manual services of the team.
- **Congratulations to Clean Team member Robert Clary, March's Clean Team Employee of the Month.**

Submitted by Lynda Remund, Director of District Operations

See Something
Amiss?

Access the
WHO TO CALL
map at
tampasdowntown.com
to find out
how to report it

Safety - Tampa's Downtown Guides

Tampa's Downtown Guides create an image of a safer and more inviting downtown for workers, residents and visitors by being additional eyes and ears and performing a "good-will ambassador" role. They portray positive public relations and help deter suspicious activity with their presence. The Guides offer directions, restaurant suggestions, parking and event information, help stranded motorists with flat tires and dead car batteries, and assist stranded bicyclists.

Meet The Guides

Julio Montalvo , <i>Supervisor</i>	Luis Nater, <i>Team Leader, shift B</i>
Ray Bertrand, <i>Assistant Supervisor</i>	Diderot Nemorin, <i>Team Leader, shift C</i>
Robert Arnold	Uta Page
Sylvester Carver	Cynthia Sanchez
Darell Dick (DJ)	Christopher Thompson
Jorge Horcasitas	Teresa Walls
Isabel Luciano	

1st Quarter Stats

	<u>1st Quarter</u>
Contacts	21770
Stranded Motorists	253
Bike Patrol Hours / Miles	386 / 668
Bike Assists	1

Below is a breakdown of questions received by the Guides:

Directions	11218
Restaurant Suggestions	2888
Hotel Information	498
Parking Information	2928
Transportation	1829
Event Information	1676
Other	733

- **Congratulations to Guide Sylvester Carver, as March's Employee of the Month.**
- Clean Team member **Teresa Walls, was promoted to the Guides program** and joined the Guides' team during the first quarter.

Submitted by Lynda Remund, Director of District Operations

**- NEED A GUIDE -
CALL FOR
ASSISTANCE**

(813) 267-2220

**HOURS OF
OPERATION**

**Sunday
7am - 4pm**

**Monday - Friday
7am - 8pm**

**Saturday
11am - 8pm**

Transportation and Planning

The TMO is a proactive organization comprised of Partnership members, other employers, developers, property owners, transit authorities and local governments who work closely and collectively together to address local transportation-related issues and implement solutions by promoting and encouraging the use of mobility management activities. Furthermore, it is a successful transportation program involving both the private and public sectors to improve the commute to and within the Downtown area, as well as educate businesses, workers and visitors about the various transportation options available.

This portion of the SSD program is primarily funded by the Florida Department of Transportation (FDOT) and matched by funds from Hillsborough County, the City of Tampa and the SSD's private sector. The SSD's contribution effectively makes all downtown properties members of the Transportation Management Organization (TMO) and therefore eligible to utilize TMO services.

Transportation Committee Update:

- Working with all of the companies operating electric on-demand shuttles downtown and the Public Transportation Committee to discuss possible regulatory measures and ways we can help their business thrive.
- Finalized work with the City on the installation of the wayfinding signage program.
- Held downtown parking advisory committee meeting to discuss various issues.
- Monitoring plans for the Streetcar extension to Whiting. Identifying ways to simultaneously improve the corridor.

Transportation Ambassador Network/Employer Outreach:

- Regular email communications are sent to the network advising of road closures, major construction and other relevant items. The feedback on its usefulness has been very positive and contacts added each week.
- Currently working with several downtown companies to develop employee transportation benefits programs.

Other:

- Hired Urban Charrette to create a water taxi trial service design and action plan. Held final presentation at Downtown Debriefing event. Follow up meeting held with the Port Authority and scheduled with the City of Tampa.
- Hired traffic engineer for a traffic calming project on Tyler and Cass Streets in conjunction with the UCAP project.
- Submitted scope of services for a downtown pedestrian plan to the MPO for funding.
- Gathering data on downtown sustainability projects for the newly formed sustainability task force for downtown Tampa.

Transportation and Planning

Other (continued):

- Continue to help with the Do the Local Motion group walks highlighting different areas of downtown Tampa every other Friday.
- Served as chairperson for the 3rd annual Tampa BayCycle campaign encouraging people to use their bicycle as a mode of transportation during March, Florida's Bike Month.
- Successfully held the 1st annual Downtown Tampa Twilight Criterium and Festival on March 21. Planning has already begun for a 2010 event.
- Continue to provide weekly updates in the Monday Morning Memo on topics related to transportation.
- Regularly involved in the following committees: HART BRT agency working group, Hillsborough River Roundtable, MPO Livable Roadways, Westshore Alliance Transportation Committee, and City Special Events coordination committee.

Submitted by: Karen Kress, Director of Transportation and Planning

Visit the
Partnership's
interactive
map
on-line at
tampasdowntown.com

Beautification, Urban Planning and Design

- The yellow potted plants located throughout downtown received new plantings in April, consisting of a mixture of four different annuals, ivy, and bird of paradise. The self-watering units were also replaced since the old ones were installed five years ago. The pots will be fertilized in about three weeks, once they've had a chance to become established.
- It is important to note that the Partnership uses reclaimed water for pressure washing the sidewalks and for the watering of the potted plants. With tight water restrictions in place for Hillsborough County, the Partnership remains in compliance by using reclaimed water.

Partnership Committee and Roundtables

Residential Committee

- **The Residential Committee and Residential Advisory Council held a joint meeting on March 11 at 5:30 p.m. at 514 N. Franklin St, 2nd floor conference room.** Downtown residents, residential developers, downtown stakeholders, and representatives from condo associations were invited to attend.

Downtown Property Manager Roundtable

- Downtown Property Managers met on January 8 and March 12 during the first quarter.



Special Services District *(in general)*

- **The Partnership led efforts for downtown's clean-up project for the City of Tampa's Clean City Day on March 28.** Fifty volunteers, including a group of twenty representatives from Sam's Club, the Clean Team and the Partnership, walked the downtown area, collecting 26 bags of litter and debris.

