

Special Services District 2011 1st Quarter Report

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WHAT'S INSIDE THIS ISSUE



- Marketing & Business Development
- Maintenance - Tampa's Downtown Clean Team
- Safety - Tampa's Downtown Guides
- Transportation & Planning
- Placemaking & Public Space Development
- Beautification / Downtown Security Network / Rampello Downtown Partnership School
- Partnership Committees/SSD in General

Marketing & Business Development

Social Media:

- **LinkedIn becomes the newest social media tool.** The Partnership has seen increases in the number of people using social media to learn about downtown Tampa. LinkedIn was added to offer businesses and opportunity to have a discussion area about downtown Tampa. The group is called "Downtown Dish."
- **More videos for YouTube.** YouTube serves at the third leg in the Partnership's continued growth into social media. As part of the commercial office space section redevelopment, minute long videos are being created that will address a variety of topics. These videos will be integrated into the site through hosting on the TDP YouTube Channel. The videos will be up by middle May.
- **Location based social media tools are being explored.** Foursquare, Svngr, whirl are all forms of location based social media tools. These are free products to downtown businesses. Users of these services "check in" at participating venues to receive discounts. The Partnership is working on ways to include these tools in future marketing efforts.

Business Development and Retention Efforts:

- **The commercial office space marketing section redevelopment is in full swing.** The Partnership's campaign for 2011 is to draw attention to downtown Tampa's urban amenities as a superb location for a commercial business location. This program includes a redevelopment of the commercial office space section on the website and the introduction of video testimonials throughout the reworked section. The entire program is available in the marketing office.
- **The 2010 Downtown Tampa Workforce and Resident Study is complete.** The report, available to interested parties, offers some clear changes among residents and workers in downtown.
- **Research is underway on a micro-lending program.** If the program is developed, it will launch in 2012. The purpose of the program is to offer retailers small loans for construction, working capital, inventory and marketing.
- **The Tampa Downtown Market is conducting its annual survey.** Each April the Tampa Downtown Market conducts a survey to find out what patrons of the Market are thinking and doing at the Market. People have until May 7th to complete the survey.

Internet Marketing

- **TDP is going mobile.** During the past year the Partnership has tracked the number of site users who utilize a mobile smart phone to access tampasdowntown.com. This number has consistently increased each month. Currently 7% of total traffic to the site is mobile smart phone based. In March, 2011, more than 790 site visitors were mobile users. With this steady increase, the Partnership has worked with Bayshore Solutions to create a mobile-friendly version of tampasdowntown.com. The new mobile site will launch in two weeks.

Marketing & Business Development

Internet Marketing continued:

- **Monday Morning Memo continues to improve.** The Partnership's first line of communication continues to add enhancements. With the recent upgrade in layout, Monday Morning Memo is now able to incorporate more news through the use of videos. These videos are from a variety of sources. All Monday Morning Memos are archived on the Partnership's Web site.
- **Mother's Day Promotion to launch soon.** The Partnership will once again promote Mother's Day specials in downtown Tampa.

Print Marketing

- **Dinner brochure has been updated.** Back by popular demand, the Partnership has updated and re-launched a brochure that list all 70 restaurants open for dinner in downtown Tampa each evening. If you would like copies of this brochure, please contact the office.

Coming Soon

- **Upcoming in the spring:** A new social media contest is under development.

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, and trash and weed removal to public spaces located within the boundaries of the SSD in order to improve the image of the greater downtown area.

Meet The Team

Eddie Carver	Mike Kennedy
Robert Clary	Gary McCurtis
Darell Dick	Robert Schoensee
Jorge Horcasitas, <i>Lead Equipment Operator</i>	

1st Quarter Stats

	<u>1st Quarter</u>	<u>YTD</u>
<i>Tons / Bags of Trash Collected</i>	54 / 5,379	54 / 5,379
<i>Code and Safety Issues Reported</i>	21	21
<i>Downtown Market - Tons / Bags Collected</i>	2.5 / 250	2.5 / 250
<i>Green Machine - tons of trash collected</i>	160 / 2,616	160 / 2,616
<i>Pressure Washing (block faces washed)</i>	16	16

Clean Team Activities

- **The Clean Team was hired to provide clean-up and maintenance for the Gasparilla Festival of the Arts** on March 5th and 6th. During the two-day event, the team collected 494 bags or 9.9 tons of trash.
- **The Partnership is seeking to hire two full-time employees** to be on the Clean Team's maintenance crew. Candidates must be experienced in the use of lawn equipment, have a landscaping background and possess a valid Florida driver's license, be drug and alcohol free, with a clean criminal record. The position offers a competitive salary and full paid benefits.

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>Project Manager</i>	Luis Nater, <i>Team Leader, shift B</i>
Robert Arnold	Diderot Nemorin, <i>Team Leader, shift C</i>
Ray Bertrand, <i>Assistant Supervisor</i>	Cynthia Sanchez
Sylvester Carver	Christopher Thompson
Isabel Luciano	Teresa Walls

1st Quarter Stats

	<u>1st Quarter</u>	<u>YTD</u>
Contacts	22,315	22,315
Stranded Motorists	220	220
Bike Patrol Hours / Miles	298 / 459	298 / 459
Bike Assists	4	4

Below is a breakdown of questions received by the Guides:

	<u>1st Quarter</u>	<u>YTD</u>
Directions	11,585	11,585
Restaurant Suggestions	2,697	2,697
Hotel Information	143	143
Parking Information	4,831	4,831
Transportation	704	704
Event Information	2,059	2,059
Other	296	296

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:

- Monitoring plans and schedules for various construction activities in downtown.
- Attended the MPO Interagency Working Group meetings to discuss strategies supporting a regional transportation network.
- Keeping tabs and spreading the word about regional transportation efforts (TBARTA, MPO, HART, County, HSR) and the impact of HART's Alternative Analysis and Bus Rapid Transit plans on downtown and future circulation options.

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:

- Regularly giving WalkWise presentations about pedestrian safety to downtown audiences.
- Worked with City to repurpose old parking meter posts into bike racks.
- Exploring downtown bike sharing program.
- Discussing areas for improvement with event parking related issues.
- Presenting pedestrian safety and biking themes at Tampa Downtown Markets and several downtown events.
- Urban Design committee is helping the City look at surface parking lots regulations and urban design standards. Hosted 2 discussions with parking lot owners and operators.

Transportation and Planning

Other continued:

- Revived the Do the Local Motion Program without the assistance of Healthy Together. We're offering monthly guided walking tours to various downtown destinations.
- Executed a very successful 3rd annual Cigar City Brewing Criterium and Festival event on March 26.
- Putting together a stakeholder input session regarding the Platt St. bridge construction.
- Planning bike safety education and advocacy efforts through the Tampa BayCycle campaign. Completed training to become a nationally certified bike safety instructor.
- Participating in the Tampa Chamber of Commerce's Leadership Tampa 2011 class.
- Continue to provide weekly updates in the Monday Morning Memo on topics related to transportation and planning.
- Regularly involved in the following committees: MPO Livable Roadways, Westshore Alliance Transportation Committee, YCDC 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

Placemaking & Public Space Development

Placemaking Activities:

- Weekly management for Yoga in the Park, Fit Club in the Park, and the Part Cart. Includes coordination with sponsors, marketing, maintenance, and setup for each weekly event.
- Monthly management for Rock the Park, Urban Bike Ride, Yappy Hour, and Playing in the Park. Includes coordination with sponsors, marketing, maintenance, and setup for each weekly event.
- Following up with sponsorship packages for individual events and packages for interested parties.
- Working with City departments for future activities and assisting others to provide permits
- Downtown Market coordination and planning for improvements and modifications to the existing market. Coordinating a plan to extend a reduced market within downtown for the summer months.
- Discussing sponsorship opportunities with downtown sponsor for the Park Cart, assistance with programmed events, and storage to improve the experience of these activities
- Planning a Jane Jacobs Placemaking Walk around downtown on May 7th.
- Working with a partnership of non-profits for a downtown retail space
- Working with Robin Nigh & FRW for International Dance Day

Development of new Activities:

- Results have been documented from an online survey for the 2010 Tampa's Downtown on Ice and will soon meet with all officiated parties to plan for 2011.
- Creating a bid process for all exercise courses when re-permitting takes place mid-summer. Plus the addition of new classes at this time.
- Croquet in Kiley has been approved by the City and will be installed once the croquet equipment has been selected and approved by Parks & Recreation.
- Hixon Dog Hike event has been approved by the City and planning, logistics, and supporting graphics are in the works. (Moved to early fall).
- Gasparilla Music Fest permitting and planning has been submitted to the City. The board is applying 501c3 status and state filing / graphic logo and sponsorship package is underway / looking for seed funding.
- Developing a Kid's Concert Series Program with Fit Kid's Playground.
- Writing a business plan for Rock the Park / Finalizing annual sponsors.

Downtown Special Event Assistance:

- Completing Gasparilla Festival of the Arts debriefings and taking over the position as Vice President of the Board.
- International Dragon Boat Race assistance with site planning and city coordination to use Curtis Hixon Park / Kiley / Malio's Drop-off and adjacent public spaces for the opening ceremony.

Croquet in
Kiley has been
approved...

Placemaking & Public Space Development

Downtown Special Event Assistance continued:

- Tampa Bay Wine & Food Festival planning and site design coordination with assistance for City permitting and currently waiting for a response from the City.
- Completed a successful Cigar City Brewing Criterium & Festival with doubled attendance. Site layout worked well and held debriefings for 2012 planning.
- Assisting Heartbeat International with securing property for an annual fundraiser and public event.

Other:

- Securing free ClearChannel Billboard Space for TDP special event use
- Site Furnishing Signage – Developing options for signage and working with vendors for design, pricing, and installation.
- Updates for the Partnership Website, the REALM website, and Social Media sources continue on a regular basis to promote all special event activity.
- Graphic Assistance – Website banners, handouts, and email graphics plus layouts for a variety of Partnership events and programs.
- Developing a program / presentation for the 2011 FRA Conference on Programming & Management of Public Urban Spaces.

Submitted by: Shaun Drinkard, Director of Placemaking

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Beautification, Urban Planning and Design

- **“Please don’t pick the flowers”** is the motto the Partnership would like to relate. Apparently, there are some who love the flowers and plants so much, which are placed in the big yellow pots located throughout downtown, that they are actually stealing them! Last week, the Clean Team’s maintenance crew replaced the missing annuals and continues to water the pots each Tuesday and Thursday morning, starting at 2:30 a.m.

Downtown Security Network

- **Hurricane season officially starts June 1 – November 30.** Hurricane experts predict 16 name storms, with nine hurricanes and 5 major hurricanes and at least one storm of a category 3 – 5 making landfall. Emergency management advises to prepare now, so it’s not too early to think about cutting down those tree limbs or repairing loose roof tiles. The Partnership will hold its Annual Hurricane Preparedness meeting in a few weeks – the exact date will soon be announced.
- **The Tampa Police Department encourages everyone to visit www.tampagov.net/alerttampa** to register your contact information and begin receiving vital information regarding transportation and traffic, security alerts, and special event information.

Rampello Downtown Partnership School

- **Sandra Cooper, lead teacher at Rampello, attended the Property Manager Meeting held on March 9** to discuss the Urban Teaching Academy (UTA) - a high school program designed to help students striving to become teachers, and a Celebrity Bee fundraiser to benefit the UTA.

Submitted by Lynda Remund, Director of District Operations

Partnership Committees and Roundtables

Downtown Property Manager Roundtable

- During the first quarter of 2011, Downtown Property Managers met on January 13 and again on March 10. Rivergate Tower hosted the January meeting, with M & I Bank Plaza hosting in March.

Special Services District Advisory Committee

- The SSD Advisory Committee met on January 20, February 17 and on March 17 at 9:00 a.m. at the new Partnership office.

Special Services District (in general)

- The Hillsborough County Tax Department is predicting a 2-3% decrease in funding for the Special Services District for fiscal year 2012. That's good news compared to the 27% total decrease in revenue over the last two years. The Partnership will continue to stay within the budget, while maintaining current services at the same standards. The property appraiser's tax roll for the Special Services District will be certified in late June, at which time the Partnership will prepare the 2012 Work Plan and Budget .

Submitted by Lynda Remund, Director of District Operations

