

Special Services District 2009 2nd Quarter Report

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Marketing & Business Development - continued

Public Relations/Public Speaking:

- Paul Ayres was interviewed by The Tampa Tribune regarding the **first year of the Tampa Downtown Market**.
- The Partnership has committed funds to a new effort by a media group called **Issue Media Group**. Issue Media Group works to promote a region through production of economic development news stories. The Partnership is formulating a partnership with the Downtown, Channel District, and Ybor City CRAs in this effort.
- News releases were sent out covering the following items:
 - SunTrust Financial Centre lighting its top the color of IKEA
 - 4th Annual Downtown Community Forum Meeting
 - Bike to Work Day – May 15
 - Media Notice – Hurricane Preparedness Meeting

Business Development and Retention Efforts:

- **The Tampa Downtown Market closed out its first season on May 15th**. By all accounts the Market was a huge success. Summertime will allow there to be some planning done on expanding the Market. Also, reviewing an end of the first season survey from patrons will give some ideas as to what needs to be adjusted and added when the Market returns October 16, 2009.
- **HiLife TV continues on its second phase**. All initial 15 episodes are complete and are rolling out about 3 every two weeks.
- A **new summertime downtown discounting card** is in the development phase. This summertime effort will be valid July 1st through Labor Day. Currently the program is collecting information from the downtown merchants, restaurants, service providers, cultural and entertainment venues. MLI is working with the Partnership on this project.
- **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 next concert is May 21st starting at 5 p.m. going to 8 p.m.
- **The updated portfolio of our downtown photos is nearing completion**. Our photographer is finalizing the photography shots and will deliver the final collection to the Partnership soon.
- With the Partnership preparing to work with Issue Media Group (mentioned above in the Public Relations/Speaking Engagements section), **InTown Tampa, the TDP's online monthly newsletter, will cease in July**. In its place the TDP will operate a guest blogger section on its newly revamped Web site launching this summer. Also, stories from Issue Media Group will be highlighted on the new Web site.

Marketing & Business Development - continued

- **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.
- **Mari Harper, summer intern**, has been hired and will formulate the TDP's social media pages.
- Both Web sites are seeing good activity. Below are the statistics for the past three months:

www.tampasdowntown.com

	April	May	June
Total Hits	165,465	176,186	157,465
Average Hits Per Day	5,515	5,683	5,248

www.hilifetampa.com

	April	May	June
Total Hits	19,003	18,132	14,023
Average Hits	633	584	467

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

VISIT...

www.tampasdowntown.com

www.Tampadowntownmarket.com

www.hilifetampa.com

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
Jorge Horcasitas	Jasper Tyson
Lamar Jones	
Mike Kennedy	

2nd Quarter Stats

	<u>2nd Quarter</u>	<u>YTD</u>
<i>Tons / Bags of Trash Collected</i>	80.7 / 4,039	186.8 / 9342
<i>Code and Safety Issues Reported</i>	39	110

Clean Team Activities

- Organizers of the ECOlution event retained the Clean Team to maintain Cotanchobee Park during and after the event on April 25. The team collected one ton of litter and debris at the event.
- The City of Tampa launched a recycling program in Downtown Tampa on April 22 by installing twenty receptacles specifically for collecting cans and plastic. Downtown's Clean Team partnered with the city to keep the containers empty and clean. By the end of the second quarter, the recycling program had generated nearly a half-ton of materials.
- In an effort to keep the sidewalks in the downtown core clean, the team has developed a work plan to pressure wash high pedestrian areas more frequently.
- Downtown Guide, Jorge Horcasitas was promoted to Lead Equipment Operator for the Clean Team. Jorge has been with the Guides program for two years and accepted the promotion to supervise operations of the plant maintenance, pressure washing and the green machine (street sweeper).
- Although the summer rains have not been as frequent as we would like, growth with the greenways has exhilarated, creating some overgrowth in areas. The Clean Team remains on schedule with the maintenance work plan and continues to perform spot checks in core areas. The crew grooms the entire district each quarter - weeding, edging and mowing every sidewalk and curb line.

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, Supervisor	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
Isabel Luciano	Teresa Walls

2nd Quarter Stats

	<u>2nd Quarter</u>	<u>YTD</u>
Contacts	16,172	37,942
Stranded Motorists	259	512
Bike Patrol Hours / Miles	335 / 666	721 / 1,334
Bike Assists	4	5

Below is a breakdown of questions received by the Guides:

	<u>2nd Quarter</u>	<u>YTD</u>
Directions	9,997	21,215
Restaurant Suggestions	2,2027	4,915
Hotel Information	121	619
Parking Information	2,090	5,018
Transportation	596	2,425
Event Information	530	2,206
Other	811	1,544

- Tampa's Downtown Guides welcome Mike Kennedy, who joined the team on July 20. Mike has been with the Clean Team since January 2009 and has been promoted to the Guides program.

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.
- Held downtown parking advisory committee meeting to discuss various issues. Meet next to review bids for "smart meters".
- Monitoring plans for the Streetcar extension to Whiting.
- Spreading the word about regional transportation efforts (TBARTA, MPO, HART, County).

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.
- Conducted downtown overview presentation to the SSA moving into the Timberlake Federal Building.

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. Working with the City of Tampa's Riverwalk office to jointly pursue dock development.
- 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.
- Gave presentation to WTS on downtown transportation issues and innovation.
- Met with Rampello Downtown Partnership school and other entities to discuss pedestrian safety issues near school.

Transportation and Planning

Other (continued):

- Met with Rampello Downtown Partnership school to discuss creating an urban garden at the school.
- Gathering data on downtown sustainability projects for the newly formed sustainability task force for downtown Tampa.
- Continued to help with the Do the Local Motion group walks highlighting different areas of downtown Tampa every other Friday through mid-May.
- Submitted grant applications to fund Tampa BayCycle and Do the Local Motion campaigns in 2010.
- Received operating funds from FDOT to help fund TMO activities.
- Coordinated May 15 National Bike to Work Day event with 12 different group rides coming into downtown Tampa.
- Working with 2 companies trying to launch bike rental businesses downtown.
- Held discussions with a pedicab business wanting to expand into downtown.
- Formed task force to identify ways to make downtown and the City in general more bike friendly.
- Planning for the 2nd annual Downtown Tampa Twilight Criterium and Festival in March 2010.
- Continue to provide weekly updates in the Monday Morning Memo on topics related to transportation.
- Regularly involved in the following committees: TBARTA land-use working group, 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 2010 Work Plan proposes the installation of the long awaited hanging baskets. The Partnership is currently working to identify locations where the baskets will be located.
- Through a complete plant renovation in April and fertilization in May, the annuals in the yellow pots located throughout downtown are abundant with color.

Downtown Security Network

- TECO Energy hosted the Downtown Security Network's Annual Hurricane meeting on June 3 at 8:30 a.m. at TECO Hall. The event was FREE and attracted over 100 attendees. Holley Wade, with Hillsborough County Emergency Management, shared valuable information on hurricane preparedness.

Partnership Committee and Roundtables

Residential Committee

- The Residential Committee met on May 20. The Residential Committee's meeting scheduled for June 17 was cancelled due to the Partnership's Annual Meeting and Luncheon.

Downtown Property Manager Roundtable

- A Downtown Property Manager Luncheon was hosted and held at One Tampa City Center on May 14. Guest speaker, Jim Cheatham, CEO/President for Purifico of America and Chair/CEO for The Lionshare Group, introduced a new "green and ECO-friendly" water system that eliminates the need for water jugs and bottles.

Special Services District Advisory Committee

- The SSD Advisory Committee met at 9:00 a.m. on May 21 at the Partnership office. The committee is in discussion to formalize a budget allocation process for partially funding special projects and/or events that arise throughout the year which are not included in the proposed workplan.

Special Services District (*in general*)

- The SSD Advisory Committee has agreed to keep the special assessment rate at 1.1 mil per \$1000 of assessed property value. The Hillsborough County Property Appraiser certified the assessment roll on June 23 for district #41 (Downtown Tampa). The special assessment is expected to raise \$1,703,720.54 for the fiscal year 2010. This is a 13% decrease from 2009. The Partnership is sensitive to the decrease and will continue to be creative in the way the programs operate, continuing with the same level of services.
- The Partnership has scheduled three community meetings to discuss the 2010 Workplan and Budget. Downtown stakeholders, including property owners, merchants and residents, are encouraged to attend one of the meetings. The dates are as follows:
 - Tuesday, July 14, 7:30 a.m., Seaport Channelside, 1120 E. Twiggs St.
 - Thursday, July 23, 5:30 p.m. at TECO Hall, 702 N. Franklin St.
 - Wednesday, August 5, 5:30 p.m. , Element, 808 N. Franklin St.