

Special Services District 2009 3rd Quarter Report

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Marketing & Business Development - continued

Public Relations/Public Speaking:

- The **Summertime Discount Card program** was mentioned in the *St. Petersburg Times*
- The Partnership has signed the contract with **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.
- **The 2009-2010 Tampa's Downtown, produced with Maddux Business Report, has been released.** The new issue features an update on progress being made in downtown Tampa. Maddux Business Report has circulated issues to all its subscribers and the TDP has distributed copies to members and select locations.
- **A tour of downtown is scheduled for November 6, 2009.** This tour will take place by motorcoach. It will offer 150 seats and highlight the new amenities recently added to downtown. The audience for this tour will be real estate professionals and lenders. The tour will end with a lunch at the Tampa Bay Performing Arts Center featuring Mayor Iorio.

Business Development and Retention Efforts:

- The **Summertime Discount Card** program has ended. This summertime effort was valid July 1st through Labor Day, September 7, 2009. There were 61 participating venues. A total of 20,000 cards were produced. While tracking of success is limited to participating merchant reports, the program has been an overall success by giving frequent customers of participating venues a reason to return during the summer and offering new customers a reason to check out the merchant.
- **The updated portfolio of our downtown photos is complete.** Our photographer is formulating the packet of pictures for the TDP.
- **A new events grant program is being developed.** The new program will be ready by 2010 and offer event planners the opportunity to submit an application for grants to help with operations or marketing of their downtown event. Grant maximums are proposed at \$5,000 with the total fund for this program to be \$50,000.
- **The Tampa Downtown Market will return October 16, 2009.** Currently the paperwork has been submitted to the City of Tampa for review. The TDM will also return larger than last year. The goal is to add 16 more vendors.
- **The Tampa Girl videos will continue in 2010.** Shooting Stars Post – TDP member organization – will continue to work with the TDP on these videos.
- **The Partnership is complete with the Web site redevelopment.** The new site incorporates new technologies to communicate information more effectively. The firm working with the TDP is Bayshore Solutions and Chappel-Roberts – a TDP member organization.

Marketing & Business Development - continued

- **The Partnership has begun promoting downtown news and events on Twitter and Facebook.** Assisting staff with its social networking pages was college intern, **Mari Harper**. Mari is a student at the International Academy of Design & Technology, where she is pursuing her masters in marketing. The TDP was part of her masters thesis focusing on social media as a marketing tool for non-profits.
- **Both Web sites are seeing good activity.** This is the final report that will include both sites. The new Tampa's Downtown combines the information of both sites into one. Below are the statistics for the past three months:

www.tampasdowntown.com

	July	August	September
Total Hits	161,887	152,254	149,565
Average Hits Per Day	5,221	4,911	4,985

www.hilifetampa.com

	July	August	September
Total Hits	9,426	12,418	8,966
Average Hits Per Day	304	400	298

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	Mike Kennedy
Eddie Carver	Gary McCurtis
Rich Cottrell, <i>Team Leader</i>	Charlene Reynolds
Jorge Horcasitas	Robert Schoensee
Lamar Jones	Jasper Tyson

3rd Quarter Stats

	<u>3rd Quarter</u>	<u>YTD</u>
<i>Tons / Bags of Trash Collected</i>	90 / 4,518	277 / 13,860
<i>Code and Safety Issues Reported</i>	125	110

Clean Team Activities

- The Clean Team received a tour in August of City Bike Tampa. Since the Clean Team receives a significant amount of questions from downtown pedestrians, it is equally important for them to know about downtown happenings and venues.
- **The Clean Team remains on schedule with the maintenance work plan** of grooming all downtown sidewalks and curb lines each quarter. The summer's rainy season creates a challenge with an abundance of overgrown weeds; therefore the team additionally conducts spot maintenance throughout the core. Please contact Lynda Remund at the Partnership to report overgrown areas that need tending.
-

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>
Ray Bertrand, <i>Assistant Supervisor</i>	Diderot Nemorin, <i>Team Leader, shift C</i>
Robert Arnold	Cynthia Sanchez
Sylvester Carver	Christopher Thompson
Darell Dick (DJ)	Teresa Walls
Isabel Luciano	

3rd Quarter Stats

	<u>3rd Quarter</u>	<u>YTD</u>
Contacts	16,683	54,625
Stranded Motorists	304	816
Bike Patrol Hours / Miles	359 / 553	1080 / 1887
Bike Assists	11	16

Below is a breakdown of questions received by the Guides:

	<u>3rd Quarter</u>	<u>YTD</u>
Directions	10,329	31,544
Restaurant Suggestions	2,017	6,932
Hotel Information	195	814
Parking Information	2,647	7,665
Transportation	515	2,940
Event Information	595	2,801
Other	385	1,929

- In September, the Guides were recertified during an 8 hour course in bike safety through Hillsborough County Parks and Recreation.
- The Partnership has partnered with City Bike Tampa to maintain and repair the Guides' bikes. Beginning next year, City Bike Tampa will also provide the bike safety classes for the team.

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:

- Worked with the PTC and all of the companies operating electric on-demand free (NEV) shuttles downtown and the Public Transportation Committee to discuss regulatory measures to help get their businesses reinstated.
- The downtown parking advisory committee met to review received bids for "smart meters". Working closely with parking division on the transition once a vendor is selected.
- Monitoring plans for the Streetcar extension to Whiting.
- Keeping tabs and spreading the word about regional transportation efforts (TBARTA, MPO, HART, County, HSR).

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:

- Helping the Expressway Authority develop the Crosstown Greenway concept for their TIGER grant application.
- Working with the City of Tampa's Riverwalk office to jointly pursue riverfront development as a precursor to a robust water taxi service. Hosted planning meeting for Oct. 10 "Wake Up Tampa" event to highlight safe water speeds for all users.
- Hired traffic engineer and approached City on a traffic calming project on Tyler and Cass Streets in conjunction with the UCAP project.
- Held joint meeting with HART to discuss potential rail alignments in downtown and how best to circulate within downtown.
- Continue to develop plans with Rampello Downtown Partnership school to create an urban garden and complimentary curriculum at the school.

Transportation and Planning

Other (continued):

- Working with Sago Networks and private property owners to gain roof access to make the Riverwalk and adjacent parks free wireless zones.
- Gathering data on downtown sustainability projects for the newly formed sustainability task force for downtown Tampa.
- Preparing to resume the Do the Local Motion group walks highlighting different areas of downtown Tampa in October.
- Partnered with local arts organization to participate in National Park(ing) Day on September 18. About a dozen on street parking spaces will be converted to mini pocket parks to draw attention to the need for green space in an urban environment.
- Won grant to fund the Tampa BayCycle campaign in 2010.
- Attended Friends of Union Station board meeting to discuss how the facility and Amtrak fit into the local and regional rail discussions.
- 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.
- Soliciting sponsorship 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.
- Watch your step! Contrary to what some may believe, the Clean Team is not responsible for cleaning up after pets who conduct their business on public walkways. In support of a City of Tampa ordinance (Sec. 19-79) that states "it is unlawful for anyone owning or having custody or control of any animal to fail to remove immediately the animal's excrement from any public or private space...", Tampa's Downtown Guides began handing out "friendly reminders" to pet owners who don't comply. The postcard, which states the ordinance, also warns that violators could be fined. Although doggie bag stations are conveniently located at all residential buildings and some downtown parks, the Guides and Clean Team will temporarily have bags on hand to give to pet owners in need.

Downtown Security Network

- No security or storm alerts were reported during the 3rd quarter.

Partnership Committee and Roundtables

Residential Committee

- The Residential Committee met on September 16 from 1:15 p.m. – 2:30 p.m. at the Partnership office.
- A Residential Advisory Council Roundtable has been scheduled to take place on October 21 from 5:30 p.m. - 7:00 p.m. at the Florida Aquarium.

Downtown Property Manager Roundtable

- Downtown property managers met on July 9 for a roundtable discussion and luncheon, 400 N. Ashley hosting the lunch.
- Property managers also met on September 10, with SunTrust Financial hosting the event. Lee Hoffman, Riverwalk Development Manager for the City of Tampa, gave an update on the Riverwalk project and its progression north through downtown.

Special Services District Advisory Committee

- The SSD Advisory Committee met on July 16 and September 17 at 9:00 at the Partnership office. Discussions continue on an event/Project Funding policy.

Special Services District *(in general)*

- **In a unanimous vote from city council on August 20th, the special assessment to continue the non-ad valorem assessment for Tampa's Downtown was extended for another year.** Through a contract with the City of Tampa, the Partnership manages the programs funded through the special assessment, which are Tampa's Downtown Clean Team and Guides, marketing and business development, beautification, urban planning and design, and transportation and planning initiatives. The assessment will raise \$1,703,720.54 during fiscal year 2010 (October 1, 2009 – September 30, 2010).
- **Keeping our promise to maintain a drug-free workplace for the clean and safe program, the Partnership will implement a drug-free policy on September 3** and will begin drug-testing approximately sixty days thereafter. All team members of the Guides and Clean Team programs, as well as new applicants for the clean and safe program, will be required to undergo regular testing for alcohol and drug abuse.

