

Special Services District 2009 4th Quarter Report

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Marketing & Business Development - continued

Public Relations/Public Speaking:

- **A tour of downtown was held November 6, 2009.** This tour took place by motor coach. The tour had 68 participants. The tour highlighted the new amenities recently added to downtown. The tour concluded with a lunch at the Tampa Bay Performing Arts Center featuring Mark Huey from the City of Tampa during a Q&A session at lunch regarding downtown's progress.
- **On November 17th 83 Degrees launched.** This is a newly formed media organization, which the Partnership is a founding partner. 83 Degrees is developed by Issue Media Group. The focus of 83 Degrees is to change the narrative in the region to focus on the positive changes taking shape through various topics such as arts, community, economics, education and living. Its website is www.83degreesmedia.com.

Business Development and Retention Efforts:

- **The 2010 January – June issue of Tampa's Downtown Guide Book has been completed and circulated.** The updated issue hit the streets on December 31, 2009. The new issue contains over 300 merchants, restaurants, service providers and A&E venues. This issue also has several advertisements promoting services provided by the Tampa Downtown Partnership. Each advertisement leads the user back to www.tampasdowntown.com.
- The Partnership requested from all 300+ downtown merchants, service providers, A&E venues, and restaurants information about their **holiday offerings**. There were 60 responses. This information will be promoted on www.tampasdowntown.com.
- **Combining of the photography libraries in underway.** The new photo library will now be combined with images still valid in the 2006 photo library. These images will be available for public use.
- **A new events grant program is still in development.** 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. Staff has asked for a review of the program by the Special Services District Advisory Committee.
- **The Tampa Downtown Market's returned October 23rd.** Operation of the Market is going well. The expanded Market onto Madison Street gives participants and vendors more room.
- **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 technology to communicate information more effectively. The firm working with the TDP is Bayshore Solutions and ChappelRoberts – a TDP member organization. The site launched on November 10th.

Marketing & Business Development - continued

- **The Partnership has over 550 Twitter followers and 230 Facebook fans.** Twitter is being used to communicate up-to-the-minute event, traffic and other relevant information. Facebook has become more long term information promotion tool.
- **The Guide Book forms have been sent to downtown businesses.** The businesses have until November 30th to return their corrected forms. The 2010 Guide Book is scheduled to roll out the week of December 28th.
- **The most recent meeting of the Downtown Commercial Real Estate Roundtable was December 9th.** These meetings have had fairly strong attendance. Discussion at recent meetings has been on the economy. Those who attend report that activity has been moderate to slow. During this meeting it was decided to move these meetings to be quarterly. The 2010 meeting dates are April 7, July 7, October 6 and January 5, 2011.

VISIT...

www.tampasdowntown.com

www.Tampadowntownmarket.com

www.hillifetampa.com

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

4th Quarter Stats

<u>4th Quarter Stats</u>	<u>4th Quarter</u>	<u>YTD</u>
<i>Tons / Bags of Trash Collected</i>	64 / 1,098	341 / 17,064
<i>Code and Safety Issues Reported</i>	23	133
<i>Downtown Market (Bags of Trash)</i>	134	134
<i>Green Machine - total square blocks vacuummed</i>	1,548	12,199
<i>Pressure Washing (block faces washed)</i>	0	74

Clean Team Activities

- Team Leader, Rich Cottrell was named as the Clean Team's Employee of the Year.
- The Clean Team was contracted by the organizers of Chillounge Tampa to clean up during and after the event. The Clean Team collected 2.5 tons of trash during the event.
- Gasparilla Festival of the Arts was the special event that generated the most trash for the Clean Team in 2009, with just over 10 tons collected during the event.
- During the opening weekend of Curtis Hixon Park and the Tampa Museum of Art, the Clean Team will be on duty both Saturday and Sunday (1/23 and 1/24).
- The Clean Team will not be on duty Gasparilla day (1/30) however the team will work on Sunday (1/31) from 8:00 a.m. – 1:00 p.m.

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	

4th Quarter Stats

	<u>4th Quarter</u>	<u>YTD</u>
Contacts	15,147	69,772
Stranded Motorists	254	1,070
Bike Patrol Hours / Miles	523 / 943	1,603 / 2,830
Bike Assists	3	19

Below is a breakdown of questions received by the Guides:

	<u>4th Quarter</u>	<u>YTD</u>
Directions	2,325	40,115
Restaurant Suggestions	750	8,415
Hotel Information	49	920
Parking Information	722	11,407
Transportation	334	3,548
Event Information	91	3,238
Other	59	2,129

- The Guides continue to monitor violators who do not clean up after their pets. In 2009, the Guides distributed 180 notices to pet owners, notifying them about the City of Tampa's ordinance regarding this practice and a reminder that it is their responsibility to pick up after their pets.
- Project Manager, Julio Montalvo was recognized as the Guides Employee of the Year.
- Gasparilla (1/30) will be a mandatory work day for all of the Guides. Twelve Guides will work extended hours on that day from 8:00 a.m. – 8:00 p.m.
- Rounding out 2009, Superbowl week was the busiest week of the year, as the Guides answered 3,375 questions and performed assistance to 25 stranded motorists.

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:

- Continue to monitor the companies operating electric on-demand free (NEV) shuttles downtown and the Public Transportation Committee's discussions of regulatory measures.
- 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 and schedules for various construction activities in downtown.
- Coordinated meetings for venue holiday party parking plans and new Gasparilla parade route with parking operators and property managers.
- Reviewed and gave input on the MPO's 2035 Long Range Transportation Plan.
- Keeping tabs and spreading the word about regional transportation efforts (TBARTA, MPO, HART, County, HSR). Adopted regional mobility resolution to forward to the Hillsborough BOCC. Attending Tampa Bay Partnership's Referendum Coalition meetings.

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:

- Working with the City of Tampa's Riverwalk office to jointly pursue riverfront development as a precursor to a robust water taxi service. Helped to host Oct. 10 "Canoe In" event to highlight safe water speeds for all users. Exploring a joint funding agreement with City and County to build additional docks.
- Formed partnership with Tampa Bay Technical High School to have them create additional bike racks in a few key locations downtown.
- Working with City to repurpose old parking meter posts into bike racks.
- Attended Florida Redevelopment Association conference in Orlando.
- Working with Healthy Together on the Do the Local Motion group walks highlighting different areas of downtown Tampa throughout the year.

Transportation and Planning

Other (continued):

- Jointly applied for a County health department grant to support downtown bike and ped issues.
- Hired USF intern Greg Barnhill to work on public realm related issues next semester.
- Gave presentation to the MPOs Bicycle Pedestrian Advisory and Livable Roadways Committees on a Complete Streets ordinance.
- Working with TECO to have the downtown light poles repainted.
- Held three joint meetings 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
- Working with City to make the Riverwalk and adjacent parks free wireless zones.
- Gathering data and action items for a downtown sustainability plan to roll out in early 2010.
- Partnered with local arts organization to participate in National Park(ing) Day on September 18. A dozen on street parking spaces were converted to mini pocket parks to draw attention to the need for green space in an urban environment. Plans are already underway for 2010.
- Presented downtown bicycle issues to the USF Sustainability Conference.
- Exhibited the Tampa BayCycle campaign at the Bicycle Bash by the Bay event.
- Attended Friends of Union Station board meeting to discuss how the facility and Amtrak fit into the local and regional rail discussions.
- Formed task force to identify ways to make downtown and the City in general more bike friendly.
- Soliciting sponsorship and 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.
- 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

- Good news in that the Downtown Security Network was not busy in 2009, as far as storm alerts go. Hurricane season 2009 proved to be uneventful for Tampa.
- Through the Downtown Security Network, the Partnership distributed eleven notices in 2009, including regular updates from the Tampa Police Department on the H1N1 virus.

Partnership Committee and Roundtables

Residential Committee

- 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.
- The Residential Committee meeting scheduled to take place on November 18 was cancelled.

Downtown Property Manager Roundtable

- Downtown property managers met for a roundtable discussion and luncheon on November 12 at 12:00 p.m., with Bank of America Plaza hosting the event. The agenda included updates on the upcoming Gasparilla event, the Criterium, and the Green Business Designation Program.

Special Services District Advisory Committee

- The SSD Advisory Committee met during the 4th quarter on October 22 and November 19. The SSD Advisory Committee is working on a special event grant program to help fund downtown Tampa events. The proposed rollout is planned for the first quarter of 2010.

Special Services District *(in general)*

- **Keeping our promise to maintain a drug-free workplace for the clean and safe program, the Partnership implemented its drug-free awareness program in September.** All team members were drug tested for alcohol and drug abuse. Going forward, the Partnership will conduct random testing to all members of the clean and safe program, as well as new applicants.
- **In recognition of the holiday season, the Guides and Clean Team were off on Thanksgiving Day, Christmas and New Years Day.**
- **The Tampa Downtown Partnership held the annual employee recognition and holiday luncheon for members of the Clean Team and Guides on December 16 at Café Vola.** The Tampa Downtown Partnership and the teams wish to thank all of the following downtown merchants who donated toward a thank you bag that was given to each of the team members: American Victory Museum Ship, Bamboozle Café, Caffe Fresco, Element, Florida Bank, Florida Museum of Photographic Arts, Gallaghers Steak House NYC, HART, Hayman Jewelry Co., Henry B. Plant Museum, Jackson Street Bistro, Jimmy John's, Madison Properties, Malio's Prime Steak House, Mr. Six Barber & Styling Salon, Old Tampa Book Company, Inc., Pizzaiolo Bavaro, Plaza Fitness, Spain Restaurant & Toma Bar, Splitsville, Stumps Supper Club, SUMOS Thai Café, Tami's Hair & Nail Design, Tampa City Center, Tampa Downtown Partnership, Tampa Port Authority, Tampa Theatre, That's Amore Restaurant, The Florida Aquarium, The UPS Store #3751, Tinatapas, and TNT Hot Dog.

