

Special Services District 2010 1st Quarter Report

Tampa Downtown Partnership Staff

Christine Burdick
President

Paul Ayres
Director of Marketing &
Business Development

Kimberly Finn
Director of Programs &
Membership

Laura Klopp
Office Manager

Karen Kress
Director of Transportation &
Planning

Lynda Remund
Director of District
Operations

Sally Santos
Executive Assistant

Tampa Downtown Partnership
601 N. Ashley Dr., Suite 1100
Tampa, Florida 33602
(813) 221-3686 phone
(813) 229-1328 fax

tampasdowntown.com
Hilifetampa.com
tampadowntownmarket.com

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- Special Services District
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Marketing & Business Development

Public Relations/Public Speaking:

- **A new way of tracking mediacalls has been developed.** Partnership staff will now complete a media call tracking report. This form will keep track of a reporter's inquiries about a specific topic until the story is published. If the story is a print piece a copy of the story will be attached to the form. If it is a video piece the date it airs will be reported on the form. These forms are kept in the marketing office.
- **25 in 2010 – continues to take shape.** A workshop was held February 11, 2010 to discuss how the campaign will be shaped and how the information will be distributed.
- **Recent news stories have covered the issue of pet owners in downtown.** Both The Tampa Tribune and WFLA have covered the need for people who live downtown to clean up after their pets. Additionally, the St. Petersburg Times did a story on how downtown is becoming more dog-friendly.
- **Coverage of Gasparilla and its impact on downtown retailers was a topic in January.** The St. Petersburg Times reported on how Gasparilla events are both a welcomed and weary time for downtown merchants.
- **83 Degrees continues to develop.** This new online publication has been reporting on a regular basis topics that have an impact on downtown. Several of these stories have been featured on the Partnership's home page.
- **A new social media campaign is under consideration.** The new campaign would combine both video and social media outlets to spread the word about how downtown Tampa is developing as well as show a new perspective of the city center.

Business Development and Retention Efforts:

- **Quarterly meetings for downtown retail and restaurant owners continue.** The most recent meeting was held January 19th. During this meeting a representative of the Gasparilla PirateFest came and updated the merchants on what they could expect. The Tampa Police officers who patrol downtown also came to introduce themselves to the merchants.
- Downtown merchants, restaurants, service providers and A&E venues have been mailed a postcard promoting the **Partnership's new and improved online events calendar**. The focus of the postcard is to encourage downtown businesses to list their activities on the calendar. The postcard contained an website address that gave them step by step instructions on how to use the online events calendar.
- **A new events grant program form has been approved by the Special Services District Advisory Committee.** The new program will 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 20% of the event's budget.
- **The Tampa Downtown Market continues, despite weather issues.** Since opening this season in October, several market dates have been rained out. Additionally, three dates were scheduled closed dates due to the holidays. From this point forward no dates are affected by holidays. Therefore, the Partnership is underway with a heavy push to promote the market in order to get people familiar with it for the remainder of this season. The Tampa Downtown Market will continue each Friday from 10 a.m. to 2 p.m. through May 14th.

Website Update:

The Partnership is continuing with a search engine optimization program (SEO). Working with Bayshore Solutions, the site's development firm, staff is meeting monthly to track successful areas of the site and improve those areas that are not seeing much traffic. This process will continue for several more months. Statistics from the first four months of the new Web site's operation are listed below:

Month	November	December	January	February
Total Visits	5,549	3,917	4,829	6,097
Average Time on Site	2:00	2:18	2:12	2:21

In general, the progress being made in marketing the site is very positive. This effort will continue for another quarter. Additional statistics are available upon request.

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Marketing & Business Development - continued

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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, <i>Lead Equipment Operator</i>	

<u>1st Quarter Stats</u>	<u>1st Quarter</u>	<u>YTD</u>
<i>Tons / Bags of Trash Collected</i>	94 / 4716	94 / 4716
<i>Code and Safety Issues Reported</i>	25	25
<i>Downtown Market - Tons / Bags Collected</i>	5 / 257	5 / 257
<i>Green Machine - total square blocks vacuummed</i>	4185	4185
<i>Pressure Washing (block faces washed)</i>	17	17

Clean Team Activities

- The Partnership increased its training program for the Downtown Guides and Clean Team members by holding regular training sessions focused on customer service and communication skills, employee relations, job skills, downtown trivia, and more.
- The Clean Team was hired by event organizers to provide maintenance for the following events:
 - ⇒ Chillounge Tampa
 - ⇒ Tampa Twilight Criterium
 - ⇒ Gasparilla Festival of the Arts
- The Partnership received a brand new green machine (street sweeper) from the Tennant manufacturer in March 2009 in exchange for the current one. The previous machine, which was purchased new in August 2009, was often down for repair with manufacturer defects. The new machine is proving to be in excellent working order.
- Pressure washing during the first quarter of 2010 proved to be challenging as Tampa experienced many days with freezing temperatures. For safety and health reasons, the clean team does not pressure wash when outside temperatures drop below 40 degrees.
- The Clean Team remained on schedule to maintain all 220 blocks of downtown sidewalks and curb lines located within the district. This includes weed eradication, regular pressure washing, and litter removal.
- Congratulations to Jay Arnold who was recognized as the Employee of the 1st Quarter.

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
Darell Dick (DJ)	Teresa Walls
Isabel Luciano	

1st Quarter Stats

	<u>1st Quarter</u>	<u>YTD</u>
Contacts	19,560	19,560
Stranded Motorists	220	220
Bike Patrol Hours / Miles	348 / 560	348 / 560
Bike Assists	3	3

Below is a breakdown of questions received by the Guides:

	<u>1st Quarter</u>	<u>YTD</u>
Directions	10,069	10,069
Restaurant Suggestions	2,796	2,796
Hotel Information	273	273
Parking Information	2,714	2,714
Transportation	1,487	1,487
Event Information	1,905	1,905
Other	316	316

- 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 a City of Tampa ordinance regarding this practice.
- As part of the on-going training program, The City of Tampa's Riverwalk Development Manager, Lee Hoffman, gave an overview to the Guides of the history and development of Tampa's Riverwalk.
- Congratulations to Robert Arnold who was recognized as the Employee of the 1st 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:

- Continue to monitor the companies operating electric on-demand free (NEV) shuttles downtown and the Public Transportation Committee's discussions of regulatory measures. Working with new start up company.
- Monitoring plans and schedules for various construction activities in downtown.
- Reviewed Zack St. two way conversion and gave feedback to the City. Will distribute construction schedule to nearby businesses.
- Keeping tabs and spreading the word about regional transportation efforts (TBARTA, MPO, HART, County, HSR). 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, including Tampa General Hospital.

Other:

- Public Realm committee met with FDOT about their Florida Ave. resurfacing project for input and guidance.
- 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. Racks are currently being built.
- Discussing ways for City of Tampa to adopt a Complete Streets ordinance.
- Working with City to repurpose old parking meter posts into bike racks.
- Working with Healthy Together on the Do the Local Motion group walks highlighting different areas of downtown Tampa through early May. Received 2009 Marketing Excellence Award from FDOT for program.
- Collaborating with the Downtown Market for a biking-themed day on Friday March 26.
- Hired USF intern Greg Barnhill to work on public realm related issues.
- Working with TECO to have the downtown light poles repainted.
- Continue to work with HART and various stakeholders 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.

Transportation and Planning

Other (continued):

- Gathering data and action items for a downtown sustainability plan to roll out in spring 2010.
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- 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 spring 2010.
- Activities underway for the March Tampa BayCycle campaign.
- Soliciting sponsorship and planning for the 2nd annual Downtown Tampa Twilight Criterium and ECO.lution Festival on March 27, 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 Partnership is working closely with downtown properties to help with recycling efforts and create ways to make it more efficient.
- Additionally, Solid Waste and the Partnership met to discuss the effectiveness of the downtown merchants' waste and disposal and how pick-up times could possibly be altered.
- It seems that some pet owners aren't getting the message that it is indeed against the law to leave a pet's waste in public areas. There are certain owners who have become verbally abusive to the Downtown Guides and Clean Team after being approached to clean up after their pet. The City's Code Enforcement department recently started citing pet owners who are not abiding by the rules, but to the Partnership's knowledge, no tickets have been issued to date. The citation carries a \$150 fine and is considered a criminal offense. Pet owners who do not pay and are stopped for other violations, such as a traffic stop, can be arrested and sent to jail.

Downtown Security Network

- The Partnership's Annual Hurricane Meeting will be held on Friday, June 11 from 8:30 a.m. – 10:00 a.m. at TECO Hall. Tampa Electric will sponsor the meeting and continental breakfast. This year, the Tampa Police Department, Tampa Fire Rescue and representatives from TECO Energy will join Holley Wade, from Hillsborough County Emergency Management, to talk about hurricane preparedness. The event is FREE to attend, however seating is limited so reservations are suggested. Attendees can register through the Partnership's events calendar found at www.tampasdowntown.com.

Partnership Committee and Roundtables

Residential Committee

- The Residential Advisory Council met on March 16 at 5:30 p.m. at Zelda's Café & Deli located at 1239 East Kennedy Blvd. Officers from the Tampa Police Department were on hand to give updates on downtown crime stats. The next meeting is scheduled for June 15 at 5:30 p.m., with the location TBD.

Downtown Property Manager Roundtable

- During the first quarter, downtown property managers met on January 14 and March 11 for their bi-monthly Roundtable and Luncheon. Guest speakers for the March meeting included Don Hermann of D. C. Hermann & Associates and Bryan Lauer with CLW Real Estate Services Group, who discussed "How to Meet the LEED Existing Building Pre-requisites".

Special Services District Advisory Committee

- The SSD Advisory Committee met on January 21. The March 18th SSD Advisory Committee meeting was cancelled due to other conflicting appointments. The committee will meet again on April 15 at 9:00 a.m. at the Partnership office. At this meeting, the committee will review the first round of three applications submitted for the Event Grant Program.

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 and alcohol-free awareness program in September.** All team members were drug tested for alcohol and drug abuse. In March, a random drug testing was conducted and will continue to be performed randomly each quarter.
- **The Partnership will soon begin the renewal process of the Special Services District.** The 2010 Timeline, which outlines the process in detail, was distributed at the SSD Advisory Committee meeting on April 15th. The Partnership will propose the date of August 19 to go before city council and request the extension of the district and its programs for another year.

