

Special Services District 2011 3rd Quarter Report

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Marketing & Business Development

Social Media:

- **New videos continue to be added to the TDP YouTube Channel.** To make the TDP website more visibly appealing, additional videos have been added to various sections. These videos are housed on the TDP YouTube Channel. The videos feature downtown residents, property owners, business leaders and downtown workers speaking on various topics including safety, things to do, pool of talent and living downtown, to name a few.

Business Development and Retention Efforts:

- **Summertime Savings card is in full swing.** The Partnership launched its popular Summertime Savings Card on July 1st. Twenty-six thousand (26,000) cards and brochures are nearing full distribution to various downtown venues. This program has been a welcomed tool by downtown venues and has been greatly used by various groups that have come to Tampa during the program's period of operation. There are 65 participating venues this season.

Internet Marketing

- **TDP mobile site is a huge success.** The Partnership launched its mobile website, m.tampasdowntown.com, June 1st. Since its launch, the site has shown impressive figures such as:
 - Mobile site visits up 252% over smart phone users being directed to the TDP traditional website
 - Events calendar traffic increase of 50%
 - First time visitors up 33%
- **Additional Search Engine Optimization continues.** The TDP continues to work with Bayshore Solutions on optimizing the searchability of the website. Through the use of SEO, the TDP site continues to grow as a trusted source for information about downtown Tampa.

Marketing & Business Development

Print Marketing

- **July issue of the Tampa's Downtown Guide Book distributed.** The Partnership updates its guide book for downtown every six (6) months. The updated issue hit the streets on July 1st.

Coming Soon

- **The Partnership continues to explore ways to revive the Urban Tour of Homes** with local real estate professionals to take place sometime in October 2011.
- **Color Me Downtown.** The TDP is exploring the possibility of engaging with the children of Tampa during an upcoming event in Curtis Hixon Waterfront Park to ask kids, ages 12 and younger, to color a picture of downtown Tampa, adding in their own creative ideas of what downtown will offer in the future. The purpose of this program is to engage the next generation as part of the TDP's 25th anniversary celebration. Pictures will be featured on the TDP Facebook page as well as on a section of the website. One image may also be selected as the image for the 2011 TDP holiday card.

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

3rd Quarter Stats

	<u>3rd Quarter</u>	<u>YTD</u>
<i>Tons / Bags of Trash Collected</i>	36.3 / 3633	124.3 / 12,435
<i>Code and Safety Issues Reported</i>	31	89
<i>Downtown Market - Tons / Bags Collected</i>	N/A	3.6 / 364
<i>Green Machine - tons of trash collected</i>	80	320
<i>Pressure Washing (block faces washed)</i>	17	54

Clean Team Activities

- **With August and September being the two rainiest seasons of the summer, weed growth is abundant.** That combined with inclement weather days for team members may result in the maintenance and pressure washing schedule to be delayed a few days. Please contact the Partnership to report areas that may need immediate attention.
- **The Partnership continues to work with American Work Force** to provide three (3) temporary employees to assist with litter patrol on the clean team.
- **The Partnership is working closely with the City of Tampa's Solid Waste Department and downtown merchants** in an effort to reduce costs to the merchants and improve daily trash collection.

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

3rdQuarter Stats

	<u>3rd Quarter</u>	<u>YTD</u>
Contacts	14,263	49,196
Stranded Motorists	218	662
Bike Patrol Hours / Miles	400 / 606	1,087 / 1,727
Bike Assists	3	12

Below is a breakdown of questions received by the Guides:

	<u>YTD</u>
Directions	24,909
Restaurant Suggestions	5,414
Hotel Information	349
Parking Information	11,447
Transportation	1,819
Event Information	3,328
Other	930

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 City, HART and stakeholders on In-Town Trolley circulation issues. Funding for the daytime service is being eliminated.
- Received update on water taxi service and shuttles in the downtown area.
- Monitoring plans and schedules for various construction activities in downtown with a focus on the Platt Street Bridge closure.
- Attending 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) 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.

Planning:

- Urban Design committee is helping the City look at surface parking lots regulations. Hosted several discussions with parking lot owners and operators resulting in a new set of standards being drafted by zoning.
- Formed "downtown planning committee" to update the downtown code.
- Participated in preparation for the Mayor's Institute for Community Design program.

Transportation and Planning

Planning continued:

- Working with City on preparations for the ULI Advisory Panel and HUD Sustainable Communities grant. Participated in pre-selection committee for the consultant's RFQ.
- Researching sidewalk café issues.

Other:

- Regularly giving WalkWise presentations about pedestrian safety to downtown audiences and exhibited at several events. Added a "Bike Smart" component that will include hour long bike safety classes.
- Discussing areas for improvement with event parking related issues.
- Working on a wish list of improvements to be made in time for the Republican National Convention in 2012.
- Won 3 grant applications from FDOT to look at downtown circulation, parking and a renewal of the Tampa BayCycle campaign.
- Planning for expanded 2011-12 Do the Local Motion Program "season". Twice monthly free themed guided walking tours to various downtown destinations offered. Guest tour guides being solicited.
- 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 Park Cart.** Includes coordination with sponsors, marketing, maintenance, and setup for each weekly event.
- **Monthly management for Rock the Park, Urban Restaurant Tour, and Playing in the Park.** Includes coordination with sponsors, marketing, maintenance, and setup for each weekly event.
- **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. Meeting with city for final site approval / Purchasing new site furnishing
- **Fit Kid's Playground** will present a proposal to sponsor the Park Cart and add additional operating hours (possibly by newly hired part time help)

Development of new Activities:

- No Report.

Downtown Special Event Assistance:

- **Fit Kid's Playground** – Working on planning for a Children's Duathlon, Gunnies Book Tag Game, and Children's Concert Series
- **Gasparilla Music Festival** – City coordination for revised site plan to meet staff recommendations
- **Rock the Park** – Revised media sponsorship / securing sponsorship with Guitar Center for a full sound system donated to the concert / Children's Cancer Foundation Special Event in Sept.
- **PARKing Day 2011** – Parklet concept has been proposed and looking for ways to develop and fund with Hampton Arts Mgt. & Urban Charrette
- **Flicks & Food Trucks** – Coordinating with Tampa Bay Markets / COT / Finergy Development for a site and program to kick-off the event in October (Channel District)
- **Art After Dark** – Planning for future restructuring of the program and moving it to a quarterly event.
- **Gasparilla Festival of the Arts 2012** – VIP Gala proposal, additional activities during the weekend, and secured a downtown artist check-in site for better circulation and logistics
- **Tampa Bay Wine & Food Festival** – Planning work has been finalized and they've started marketing / assisting with marketing / volunteer help / downtown merchants
- **International Dragon Boat Race**- Completed and very successful
- **Tampa Downtown on Ice** – Working w/ Parks & Recreation / Friends of Rec. for sponsorship and improved experience at the rink
- **Black Heritage** – Assisting w/ site plan and smoother logistics for the 2012 festival
- **Flugtag** – Working with Redbull for promotions and programming of Bayshore Food Truck area

Placemaking & Public Space Development

Downtown Special Event Assistance continued:

- **Flugtag After Party** – Working with multiple organizations to provide a concert after Flugtag in Cotanchobee Park as an activity to keep viewers downtown.
- **Friends of Union Station** – Working for 2012 events for awareness of the facility
- **History Center** – Storm Trooper Parade along the Riverwalk
- **Reeves Downtown Test Drive** – Organizing a free lunch and car test drive at the opening day of the Market
- **Strides for Stray** – Teaming with ACT for their annual event and additional K-9 activities
- **Scavenger Hunt** – Planning a fall “Urban Dare” style race throughout downtown with assistance from History Center

Other:

- **Private – Public Programming Documentation**
- **501c3 filing for REALM** – Coordinating with legal and accounting to submit paperwork in August
- **Friends of the Riverwalk Programming Committee** – Monthly review of events proposed for the Riverwalk
- **Confirmed Storage Area in RiverGate** for Clean Team, Guides, Market, and Park equipment: Centralized location will save rental fees and travel time for staff.
- **RNC Beautification Committee** – Establishing plans for public realm improvements and security
- **Green Artery** – Coordinating the downtown meeting for August (Mayor is confirmed)
- **Updates for the Partnership Website, the REALM website, and Social Media** sources continue on a regular basis to promote all special event & public realm activity.
- **Graphic Assistance** – Website banners, handouts, and email graphics plus layouts for a variety of Partnership events and programs.
- **2011 FRA Presentation on Programming & Management of Public Urban Spaces**
- **Florida Festival & Event Association Presentation @ January Conference**

Visit the
Partnership's
interactive
map
on-line at
tampasdowntown.com

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submitted by: Shaun Drinkard, Director of Placemaking

Beautification, Urban Planning and Design

- The Partnership is working with the City of Tampa and the RNC Committee on beautification initiatives for the August 2012 event, which include landscaping and design for safety, security and aesthetics.

Downtown Security Network

- **Hurricane season officially started June 1 and will end November 30.** 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 .
- **SOLD OUT! – The Partnership’s Annual Hurricane Meeting was sold out** for the June 9 at 9:00 a.m. at TECO Hall. Guest Speaker, Holly Wade with Hillsborough County Emergency Management gave tips on hurricane preparedness.

Rampello Downtown Partnership School

- No Report

Partnership Committees and Roundtables

Downtown Property Manager Roundtable

- Downtown Property Managers met on July 14 for a roundtable discussion and luncheon.

Special Services District Advisory Committee

- The SSD Advisory Committee met on July 21 and August 18.

Submitted by Lynda Remund, Director of District Operations

Special Services District *(in general)*

- **On August 25, 2011, the City of Tampa's City Council unanimously approved the extension of the Enhanced Municipal Services Agreement and the services of the Special Services District to continue for another year.** The Budget for FY2012 is \$1,423,748.80; a 3.7% decrease from the FY2011 budget.
- **The Partnership held two community meetings** to discuss the 2012 Workplan and Budget. The dates were as follows:
 - July 26, 7:30 a.m. – Community Meeting – Tampa Downtown Partnership office
 - August 11, 5:30 p.m. – Community Meeting – Tampa Downtown Partnership office
- **The Partnership met individually with city council members** to discuss the upcoming approval of the district and address any concerns or questions. Two community meetings have also been held, as required by law.

Events Grant Program

- **This year to date, the Event Grant Program has approved \$44,350.00 of the \$50,000.00 budget** to event grant applicants. For a complete listing of recipients, please contact Lynda Remund at the Partnership office.

Submitted by Lynda Remund, Director of District Operations