



TAMPA HISTORIC STREETCAR BOARD OF DIRECTORS

Tuesday, October 22, 2024, 1:00 PM
Hybrid Format of Participation - In Person at
HART Administrative Office, 1201 East 7th Ave, Florida Conference Room, Tampa, FL 33605
and
Via Communication Media Technology

Information not viewable is available upon request through the Clerk of the Board phone: 813-384-6552 or e-mail: petitl@goHART.org

AGENDA

MEMBERSHIP

City of Tampa Representatives
Michael English
Abbey Dohring Ahern
Brandon Campbell
Councilmember Guido Maniscalco
David Mechanik

Hillsborough Transit Authority
Melanie Williams
Councilmember Gwendolyn Henderson
Councilmember Gil Schisler

1. CALL TO ORDER AND PLEDGE OF ALLEGIANCE
2. PUBLIC INPUT (3 MINUTES PER SPEAKER)
3. APPROVAL OF MINUTES
 - 3.a. Regular Board of Directors Meeting ~ August 27, 2024
[Meeting Minutes](#)
4. PRESENTATION
 - 4.a. HART Overhead Streetcar Operating Expenses
Melonie Williams, HART Director of Budget and Grants
[Presentation](#)
5. MARKETING SERVICES REPORTS
 - 5.a. August 2024
[Report](#)
 - 5.b. September 2024

Report

6. STREETCAR SYSTEM PERFORMANCE REPORTS

6.a. **August 2024**
Report

6.b. **September 2024**
Report

7. LEGAL AND LEGISLATIVE REPORT

David Smolker, THS General Counsel

8. CHAIR'S REPORT

Michael English, THS President/Chair

9. HART CHIEF EXECUTIVE OFFICER'S REPORT

Scott Drainville, HART Chief Executive Officer

10. COMPLIANCE REPORTS (REVIEW AND FILE)

10.a. **City of Tampa Financial Statement for the month ending July 31, 2024**
Report for the Month Ending July 31, 2024

10.b. **City of Tampa Financial Statement for the month ending August 31, 2024**
Report for the Month Ending August 31, 2024

11. OLD BUSINESS

12. NEW BUSINESS

13. ADJOURNMENT



Meeting Minutes
****Pending Approval****

Attendance in Person

Board Members

Michael English, President
Abbey Ahern, Vice President
Brandon Campbell
Councilmember Guido Maniscalco
Councilmember Gil Schisler
Melanie Williams

(6) HART - Staff Members(11)

Brian Allan
Davidson Anestal
Richard Campbell
Catherine Chavarria
Danielle Jackson
Loretta Kirk
Sean McCarthy
Lena Petit
Moise Pluviose
Justin Willits
Frank Wyszynski

Board Member Absent

(0) Others Present(4)

David Smolker, THS General Counsel
Nancy Harper, City of Tampa
Frank De La Grana, The Baldwin Group
Rachel Radawec, Tampa Downtown Partnership

Attendance via Communications Media Technology (CMT)

Board Members

Councilmember Gwendolyn Henderson
David Mechanik

(2) Others Present(0)

The August 27, 2024, THS Board of Directors meeting was held in a hybrid format with quorum physically present in the Florida Conference Room at the HART Administrative Office, 1201 East 7th Avenue, Tampa, Florida, with the rest of the Board members participating via Communication Media Technology (CMT).

CALL TO ORDER AND PLEDGE OF ALLEGIANCE

President Michael English called the meeting to order at 1:00 p.m. A physical quorum was present to conduct business. Pledge of Allegiance followed.

PUBLIC INPUT (3 MINUTES PER SPEAKER)

There was no one pre-registered or present to provide public comment.

Director Williams physically joined the meeting at 1:01pm.

APPROVAL OF MINUTES

Regular Board of Directors Meeting ~ June 25, 2024

Director Maniscalco moved and Director Schisler seconded approval of the June 25, 2024 Regular Board of Director meeting minutes. All Board Members present voted aye. The motion carried unanimously.



Meeting Minutes
** Pending Approval**

PRESENTATIONS

FY2025 HART/THS Proposed Budget

Mr. Sean McCarthy, Chief Operations Officer, introduced Ms. Loretta Kirk who presented the FY2025 HART/THS proposed budget.

Ms. Kirk presented the FY2025 HART/THS Proposed Budget for discussion and approval. A full copy of the presentation is available upon request from the Board Administrator at JacksonD2@gohart.org.

Director Henderson joined the meeting remotely at 1:07pm.

President English referred to the \$1,476,290 that was expensed in the budget for HART Overhead Streetcar Operating Expenses noting that the City of Tampa has agreed to pay the additional sum subject to an independent audit of the overhead expenses if found appropriate.

Ms. Kirk noted that the independent review of the overhead costs has been contracted out and the detail of the overhead costs were included in the presentation. She explained that every department performed a review and calculated the costs for department's time attributable to the streetcar and pointed to the detail.

Mr. David Smolker, THS General Counsel, referred to slide 8, THS Operating Budget, and noted the wide fluctuation in advertising revenues from \$66,001 in FY24 to \$3,451 in FY25. He asked for the reason for the change while considering that the Publix sponsorship was \$25,000.

Ms. Kirk noted that the FY25 projection was provided by the City of Tampa so she would reach out to the City of Tampa staff to get the details. She clarified that receiving that answer would not impact the budget needing approval at the current meeting.

Director Williams asked for confirmation that the overhead costs of about \$1.4 million was still under review.

Ms. Kirk reported that the overhead costs were discussed with the City who requested that the expenses be validated, and President English agreed so that is the intent of HART. She requested that the Board approve the budget at the current meeting as spending authority is needed starting October 1, and without a budget, no money can be spent. Ms. Kirk stated that if the overhead costs changed in the future, then the change would be brought to the Board.

Director Williams noted that she spoke to City staff who indicated that there would be a cost allocation study for the 1.4 million, and if it changed, then the budget would be changed as well. She stated that she wanted to ensure that the Board understood that the amount of overhead costs may change after we look at the cost allocation study.

Ms. Kirk affirmed that the overhead costs could change to either increase or decrease.



Meeting Minutes
** Pending Approval**

Director Williams asked if the Computer Aided Dispatch/Automatic Vehicle Location (CAD/AVL) was included in the budget.

Ms. Kirk stated that the CAD/AVL project was a capital project and all capital projects were fully funded by HART as THS did not have the funding.

Mr. Sean McCarthy, Chief Operations Officer, agreed with Ms. Kirk noting that the project would include hardware and software.

Director Williams noted that she recently rode on a route that showed her the importance and need of the CAD/AVL project and stated her support for the project. She asked if the 32 employees accounted for in the budget were consistent with other departments.

Mr. McCarthy stated that 32 employees has been consistent in the reasonable history.

Director Williams asked if the 32 employees were also included in the overhead costs.

Ms. Kirk responded that the 32 positions are the positions in streetcar operating budget that directly worked to operate the streetcar service while the \$1.4 million overhead costs were indirect costs affiliated and attributable to operation of the streetcar not captured elsewhere in the streetcar operating budget such as the time utilized from the Procurement and Accounting departments.

Director Schisler referred to slide 8 and asked if the budget reserve deficit would be paid by the City of Tampa.

Ms. Kirk confirmed noting that would be the amount attributable to the City to balance the budget.

Director Schisler referred to slide 6, HART Operating Expenses, which displayed projected insurance costs of \$120,000 and inquired about where in the budget the CSX insurance expense was allocated.

Ms. Kirk responded that the CSX insurance was allocated in the THS operating expenses on slide 8, not the HART operating expenses outlined on slide 6.

Director Schisler inquired about the type of insurance HART covered for THS.

Mr. Brian Allan, HART Director of Streetcar Operations, explained that the insurance covered the stations, and vehicles.

Director Campbell referred to the overhead costs line item and asked if there was an ongoing accounting mechanism throughout the course of the year to track those expenses, or if the cost allocation plan set that that number for the year.

Ms. Kirk explained that a cost allocation plan was currently used because staff did not do this calculation in the past, adding that this would be the base amount to be validated at the end of the



Meeting Minutes
**** Pending Approval****

year which could be less or more. She also added that the consultant hired would review the current cost allocation plan and establish the methodology to be used for the future.

Director Campbell asked for clarification that there would be a billing mechanism that staff billed against the streetcar budget versus the general HART budget in the future.

Ms. Kirk confirmed.

Director Campbell stated his hope for a resolution between HART staff and the City of Tampa, but inquired about a contingency plan if no resolution could be reached. He noted the reason for his question was that the Operating Agreement had a provision that if THS and the City could not agree to the budget, there would be an assumption that the previous year's budget was adopted plus a margin of 10%.

President English stated that if the funding is not available to cover the deficit, the Board would ask staff to either follow the direction from the Interlocal Agreement, or reduce service.

ACTION ITEMS

a. Resolution #R2024-08-03 ~ Approval of FY2025 Tampa Historic Streetcar, Inc. (THS) Annual Corporate Budget in the Amount of \$1,797,213

Director Campbell moved and Director Schisler seconded approval of Resolution #R2024-08-03 ~ Approval of Proposed FY2025 Tampa Historic Streetcar, Inc. (THS) Annual Corporate Budget in the Amount of \$1,797,213.

Director Williams stated that she would like to ensure that the Board understood that the budget could be changed based on the outcome of the audit of overhead expenditures and asked that the motion reflect that.

Director Campbell amended his motion to approve Resolution #R2024-08-03 ~ Approval of Proposed FY2025 Tampa Historic Streetcar, Inc. (THS) Annual Corporate Budget in the Amount of \$1,797,213 with the understanding that the budget could change pending the outcome of the audit of overhead expenditures. Director Schisler maintained his second. All Board members present voted aye. The motion carried unanimously.

b. Resolution #R2024-08-04 ~ Approval of Proposed FY2025 HART Annual Streetcar Operations Budget in the Amount of \$4,927,099

President English suggested that the motion to approve this action item contain the same provision as the previous motion.

All Board Members agreed.

Director Maniscalco moved and Director Schisler seconded approval of Resolution #R2024-08-04 ~ Approval of Proposed FY2025 HART Annual Streetcar Operations Budget in the Amount of \$4,927,099 with the understanding that the budget could change pending the outcome of the



Meeting Minutes
**** Pending Approval****

audit of overhead expenditures. All Board members present voted aye. The motion carried unanimously.

c. **Resolution #R2024-08-05 ~ Authorization to Offer Winter Village Express Service on Sundays from November 24 to December 22, 2024**

Ms. Rachel Radawec, Director of Public Space for Tampa Downtown Partnership, provided background information on the Winter Village program which now included the Winter Village Express, a curated 50-minute ride on a dedicated streetcar that runs from the Whiting Street station to Ybor and back. She added that there was onboard entertainment who led families and all participants in trivia, sing along, snowball fights, and provided milk and cookies on board for a charge of \$10. Ms. Radawec reported on the upcoming schedule for the year and prior year media statistics which were included in the Board packet. She requested support from the Board in the manner of \$3,500 for part of the charter and the wrap of the streetcar. She noted that Vector Media supported the program with part of the wrap and donated interior rack cards for the sponsorship package.

Director Maniscalco noted the importance of the three back-to-back sessions, the vast and wide social media reach, and affordability of the wonderful event for families.

Director Maniscalco moved and Director Ahern seconded approval of Resolution #R2024-08-05 ~ Authorization to Offer Winter Village Express Service on Sundays from November 24 to December 22, 2024. All Board members present voted aye. The motion carried unanimously.

MARKETING SERVICES REPORT

Mr. Frank Wyszynski, HART Manager of Communications and Marketing, presented the Streetcar Performance Report for June and July 2024 which included the certification of accessibility on the streetcar, the social media promotions giving away the Monopoly Tampa Edition board game and more. He referred to Ms. Radawec's comments, noting that staff was already working to identify the dedicated streetcar and could validate the impressions and coverage that she mentioned so staff was happy to see the Board support the program again.

President English stated that he purchased and played the Monopoly game and it was a blast.

Mr. Wyszynski stated that the Monopoly Tampa Edition game board should not change for approximately 30 years. He mentioned that Tampa Bay Sports Authority approached the streetcar with the possibility of using the Dick Greco Plaza station to promote the Final Four in April.

President English asked how the replacement of the station sponsorship previously held by Publix was developing.

Mr. Wyszynski stated that staff and the vendor were still working on it as the station was not in the best location in terms of ridership. He explained that the station was the first one outside of Ybor and there was not much around the station other than the Publix store. Mr. Wyszynski mentioned that there had been conversations with Port Tampa Bay since it is reverting back to the



Meeting Minutes
** Pending Approval**

Port Tampa Bay station. He stated that staff and Vector Media were working hard to gain station sponsorships.

President English asked for confirmation that the station will have the name of Port Tampa Bay, but Port Tampa Bay was not paying for it.

Mr. Wyszynski confirmed noting that there had been discussions about it though.

Director Campbell stated that he took the service to the meeting and saw the accessibility sticker which he wanted to thank staff for as sometimes was not immediately apparent that the streetcars were accessible. He stated his appreciation for the visibility it brought.

Mr. Wyszynski noted that Visit Tampa Bay did a big push in terms of promoting accessibility as a region, and they approached the streetcar service. He added that staff was happy to support in any way possible.

STREETCAR PERFORMANCE REPORT

Mr. Allan presented the Streetcar Performance Report for June and July 2024.

Director Williams stated that the on time performance and safety was great especially given the small team.

LEGAL AND LEGISLATIVE REPORT

There was no report.

CHAIR'S REPORT

President English introduced Mr. Frank De La Grana , Commercial Risk Advisor at the Baldwin Group, and asked him to provide an update on the CSX insurance.

Mr. De La Grana mentioned his partner Mr. Bill Taulbee, Managing Partner at the Baldwin Group, and provided a brief update on his progress with the CSX Liability Insurance. He explained that he met with staff to compiling a lot of data relating to safety protocols, training, crossings, everything in place to make operations safe. Mr. De La Grana expressed his goal was to present the data to CSX in an effort to get them to lower the current insurance requirements as his firm did not feel that THS had been treated fairly given the lack of claims. He noted that his partner and himself will travel to CSX office to meet with legal staff in November to get an understanding of the requirements as representation from the THS Board. Mr. De La Grana explained that his firm was gathering information to provide to CSX as a counter to the requirements imposed. He stated that, if the requirements could not be lowered, his firm would rely on their leverage in the marketplace as the Baldwin group is very large broker compared to the past broker used. Mr. De La Grana stated that his firm recently acquired the Board liability insurance which protected the Board in case a claim was brought against the Board for any misappropriations, or actions done in error. He stated that he would update the Board.



Meeting Minutes
** Pending Approval**

President English stated that he was very encouraged and hoped the policy would come under budget. He asked Mr. De La Grana to share information with Ms. Kirk.

HART CHIEF EXECUTIVE OFFICER’S REPORT

Mr. McCarthy reported that HART is considering fare changes, including discontinuing paper passes, changes in streetcar fare, and fare capping adjustments; onboard surveys have launched to understand how riders use the streetcar service; update on the replacement of wood cross ties project, and CRA meetings concluded with a public hearing to approve the Streetcar Special Assessment.

Director Williams asked about actions taken when the Flamingo Fare cards did not work as there had been comments in past meetings about the card not working.

Mr. McCarthy stated that customer would still ride the service noting that the Operators are trained on the policy. He mentioned that this initiative was a proactive approach by HART to hopefully get as many people transitioned to Flamingo Fares as possible.

Director Williams expressed her support for the discontinuation of paper passes.

COMPLIANCE REPORT (REVIEW AND FILE)

Reports were included in the packet.

OLD BUSINESS

There was no Old Business.

NEW BUSINESS

There was no New Business.

ADJOURNMENT

The meeting adjourned at 1:55 p.m.

ATTEST:

Michael English, President
THS Board of Directors

Melanie Williams, Secretary-Treasurer
THS Board of Directors

David Smolker
THS Board General Counsel

TECO Line Streetcar System

HART Overhead Streetcar Operating Expenses

Melonie T. Williams
HART Director of Budget and Grants



THS Board of Directors Meeting
October 22, 2024





Presentation Overview

- HART Overhead Streetcar Operating Expenses Budgeted
- HART Overhead Streetcar Operating Expenses Independent Review
- Budgeted vs Independent Review



HART Overhead Streetcar Operating Expenses Budgeted

Department	Department Budget	Percentage Allocated to Streetcar	Costs Allocated to Streetcar	Allocation Basis
Payroll	\$240,263	4%	\$10,259	Personnel time
Budget	\$552,314	10%	\$55,231	Personnel time creating the SC budget, THS budget incorporating into the HART budget, creating presentations, presenting budgets, meeting with CRA's, grant invoicing, fixed asset accounting
Legal	\$1,680,457	2%	\$33,609	Based on the number of contracts and agreements related to SC
HR	\$2,367,955	4%	\$101,112	Personnel time based on manpower compared to the agency
Accounting	\$462,369	6%	\$27,742	Based on the number of PO's that are tracked and accounted for
Accounts Payable	\$177,155	6%	\$10,629	Based on the number of PO
Operations Supervisors	\$2,033,295	6%	\$121,999	Shared OCC personnel for street supervision and to handle radio calls
Procurement	\$534,450	6%	\$32,067	Based on the number of PO/total PO's 145/2509
Safety	\$2,499,845	8%	\$199,988	Amount of time or % of safety events, one full time rail safety personnel
IT	\$4,854,864	5%	\$242,743	Programs and equipment support used by SC
Marketing	\$347,897	20%	\$69,579	Estimated % of marketing events and communication
Business Engagement	\$180,073	5%	\$9,004	Events or % of time
Board Support	\$403,707	5%	\$20,185	Staff time to take minutes and put board packets together
Planning	\$538,181	5%	\$26,909	Time building schedules and meetings with CRA's, THS, FTA and COT
Executive Team	\$4,821,661	3%	\$144,650	% of time
Training	\$541,991	20%	\$108,398	5 classes for SC last year typically 2 are for streetcar out of 10 annual operator classes, percentage is for 2/10.
PMO	\$730,388	25%	\$182,597	1 project manager for SC, some Director and technology PM time
Software and Systems	\$78,589	Varies	\$78,589	ADP, EAM, Dynamic Budgets, Trapeze, GP, Microsoft, Swiftly, UTA
Total Overhead Costs	\$23,045,454		\$1,475,290	



HART Overhead Streetcar Operating Expenses Independent Review

Department	FY24 Department Budget	Allocation %	Validated Costs	Allocation Basis
Payroll	\$240,263	2.8%	\$6,727	% Streetcar Direct Expenses to Total Direct Expenses
Budget - Director & Analyst	\$261,289	25.0%	\$65,322	Direct Cost for Streetcar Operations Support
Budget - Other	\$323,024	2.8%	\$9,045	% Streetcar Direct Expenses to Total Direct Expenses
Legal	\$1,057,044	2.8%	\$29,597	% Streetcar Direct Expenses to Total Direct Expenses
HR	\$3,168,643	2.8%	\$88,722	% Streetcar Direct Expenses to Total Direct Expenses
Accounting & Reporting	\$462,369	2.8%	\$12,946	% Streetcar Direct Expenses to Total Direct Expenses
Accounts Payable	\$177,155	5.8%	\$10,238	% of Streetcar Purchase Orders to Total Purchase Orders
Operations Supervisors	\$2,033,295	18.4%	\$374,009	Direct Cost for Streetcar Operations Support
Procurement	\$534,450	5.8%	\$30,887	% of Streetcar Purchase Orders to Total Purchase Orders
Safety - Streetcar Rail Safety Position	\$86,790	100.0%	\$86,790	Direct Cost for Streetcar Operations Support
Safety - Other	\$2,413,055	4.4%	\$106,174	% of Streetcar Service Hours to Total Fixed Route Service Hours
IT - Streetcar Software	\$78,589	100.0%	\$78,589	Direct Cost for Streetcar Operations Support
IT - Other	\$4,776,276	2.8%	\$133,736	% Streetcar Direct Expenses to Total Direct Expenses
Marketing - Manager	\$106,914	31.0%	\$33,143	Direct Cost for Streetcar Operations Support
Marketing - Other	\$224,340	3.6%	\$8,076	% of Streetcar Service Hours to Systemwide Service Hours
Business Engagement	\$214,173	15.0%	\$32,126	Direct Cost for Streetcar Operations Support
Board Support	\$404,646	2.5%	\$10,116	% Staff Hours for Streetcar Board Meetings
Planning	\$538,181	4.4%	\$23,680	% of Streetcar Service Hours to Total Fixed Route Service Hours
Executive Team	\$2,059,750	2.8%	\$57,673	% Streetcar Direct Expenses to Total Direct Expenses
Training	\$541,991	28.6%	\$154,855	% of Annual Streetcar Training Classes
PMO	\$730,388	4.4%	\$32,137	% of Streetcar Service Hours to Total Fixed Route Service Hours
Total	\$20,432,625		\$1,384,589	



Budgeted vs Independent Review

	Budgeted	Independent Review	Difference
Total	\$1,475,290	\$1,384,589	(\$90,701)

QUESTIONS

THS Marketing Services Report

THS Marketing Collateral and Graphic Support – August 2024

Collateral and graphic support included: Take our Streetcar Survey (flyer, station kiosks, web) | Streetcar Timetable Kiosks (all stations) | Streetcar Large Map Kiosks (all stations)

Streetcar Rider Survey

In August, HART launched a Streetcar Rider Survey to gather feedback on how the community uses the TECO Line Streetcar and gauge the community’s pulse on reinstating a fare, if necessary.



Whether respondents are daily or weekend riders, input is crucial in helping us improve service to better meet community needs. As a thank you, survey respondents were entered for a chance to win a \$100 gift card.

Streetcar Operator Recruitment

HART marketing supported Streetcar Operations’ need for streetcar operators with a recruitment digital campaign. The team rolled out a campaign highlighting the opportunity to join HART’s dynamic workforce. The recruitment promotion highlights the competitive pay and emphasizes the great benefits, including pension and a robust health package.



Streetcar Service to Downtown/Ybor Events

Staff promoted streetcar service in support of several downtown and Ybor City events:

- Buju Banton
- Rod Wave
- Tampa Bay Comic Con
- Monster Jam
- Mayor’s Food Truck Fiesta
- Bolts Brew Fest
- Freestyle Explosion Concert
- Rock the Park





Media Coverage

WTSP - [TVEyes Media Monitoring Suite – Streetcar Ridership](#)

The Points Guy - [Tampa cruise port guide: Sail away from Port Tampa Bay - The Points Guy](#)

**ABC Action News - [The long road to high-speed rail still a decade away \(abcactionnews.com\)](#)
(streetcar extension referenced)**

FOX 13 - [TVEyes Media Monitoring Suite - \[Transcript\]](#) (GasWorx Station referenced)

WUSF - [One of HART's most popular bus routes could be free to ride soon | WUSF](#) (Streetcar referenced)

Tampa Bay Business Journal - [Brightline Tampa expansion could be a decade away - Tampa Bay Business Journal \(bizjournals.com\)](#) (streetcar referenced)

ABC Action News - [Hillsborough County residents can receive up to \\$100 refund for transit tax \(abcactionnews.com\)](#)


Spectrum News 9

[TVEyes Media Monitoring Suite - Brightline Extension](#) (streetcar referenced)

Prepared by: Frank Wyszynski, Manager of Marketing and Communications

Reviewed by: Jacqueline Halldow, Chief Administrative Officer

ATTACHMENT

																	
Tampa Historic Streetcar																	
Monthly Sales Report																	
Aug-24																	
Streetcar																	
Advertiser - Contract	Inventory	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Totals			
Amerant Bank-231214010-0	Transit Streetcar-Full Wrap-Space			9,000.00	9,000.00									18,000.00			
Amerant Bank-231214010-1	Transit Streetcar-Full Wrap-Space					4,500.00								4,500.00			
Bay Paws Pet Resort-231219009-0	Transit Streetcar-Half Side-Space	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00					8,000.00			
Blue Water International, Inc-231005010-0	Transit Streetcar Station-Domination-Space	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00					20,000.00			
Early Learning Coalition of Hillsborough County-231005015-1	Transit Streetcar-Interior Cards-Space	(80.00)												(80.00)			
E & J Gallo-231102019-0	Transit Streetcar-Full Wrap-Space		17,615.38	17,615.38	17,615.38	17,615.38	17,615.38	26,423.10	17,615.38					132,115.38			
Heineken USA-240213012-0	Transit Streetcar Station-Domination-Space													-			
Heineken USA-240213012-1	Transit Streetcar Station-Domination-Space								4,444.44					4,444.44			
In The Breeze Ranch-240603014-0	Transit Streetcar-Interior Cards-Space						84.00	84.00	84.00					252.00			
JJ Taylor Distributing-231020015-0	Transit Streetcar-Full Wrap-Space	3,675.00	3,675.00	3,675.00	3,675.00	3,675.00	3,675.00	3,675.00	3,675.00					29,400.00			
Mark Anthony Brands-231016021-0	Transit Streetcar-Full Wrap-Space	13,040.00	6,520.00	6,520.00	6,520.00	6,520.00	6,520.00	9,780.00						55,420.00			
Mark Anthony Brands-240117001-0	Transit Streetcar-Full Wrap-Space								6,520.00					6,520.00			
McDonalds-240110015-0	Transit Streetcar-Full Wrap-Space					7,500.00	7,500.00							15,000.00			
McDonalds-240110015-0	Transit Streetcar-Interior Cards-Space					154.00	154.00							308.00			
McDonalds-240110015-0	Transit Streetcar-Step Panel-Space					300.00	300.00							600.00			
McDonald's-240808013-0	Transit Streetcar-Full Wrap-Space								7,500.00					7,500.00			
McDonald's-240808013-0	Transit Streetcar-Interior Cards-Space								154.00					154.00			
McDonald's-240808013-0	Transit Streetcar-Step Panel-Space								300.00					300.00			
Molson Coors Brewing Company-231016015-0	Transit Streetcar-Full Wrap-Space	3,661.57	3,661.57	3,661.57	3,661.57	3,661.57	3,661.57	3,661.57	3,661.57					29,292.56			
National Center for Employee Ownership NCEO-240208014-	Transit Streetcar-Half Side-Space				2,000.00			(2,000.00)						-			
Orlando Health-240423013-0	Transit Streetcar Station-Domination-Space								15,000.00					15,000.00			
Stageworks Theater-240409011-0	Transit Streetcar-Interior Cards-Space				171.50									171.50			
Stageworks Theatre-240718021-0	Transit Streetcar-Interior Cards-Space								168.00					168.00			
Tampa Bay Lighting-240221013-0	Transit Streetcar-Full Wrap-Space				7,500.00									7,500.00			
Tampa Bay Lighting-240229030-0	Transit Streetcar Station-Domination-Space				4,000.00									4,000.00			
Reliaquest-240129008-0	Transit Streetcar-Full Wrap-Space			7,500.00										7,500.00			
Tampa Bay Sports Commission-231218015-0	Transit Streetcar-Full Wrap-Space	7,500.00												7,500.00			
Tampa General Hospital-230626024-0	Bus Station-Streetcar-Concrete Pillar-Space	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00	1,200.00						8,400.00			
Tampa General Hospital-230626024-0	Transit Buses-Transit Authority Branding-Exterior-S	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00						56,000.00			
The Florida Aquarium-231121011-1	Transit Streetcar Station-Domination-Space				1,667.00	1,667.00	1,667.00	1,667.00	1,667.00					8,335.00			
Tito's Handmade Vodka-231030016-0	Transit Streetcar-Full Wrap-Space	10,000.00												10,000.00			
														-			
Tampa Historic Streetcar Sales		50,496.57	44,171.95	60,671.95	68,510.45	58,292.95	51,876.95	57,990.67	64,289.39	-	-	-	-	456,300.88			
Station Sponsorship																	
Advertiser - Contract	Inventory	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Totals			
														-			
														-			
														-			
														-			
														-			
Tampa Historic Streetcar Station Sponsorship Sales		-	-	-	-	-	-	-	-	-	-	-	-	-			
Minimum Annual Guarantee Payments made to THS																	

THS Marketing Services Report

THS Marketing Collateral and Graphic Support – September 2024

Collateral and graphic support included Streetcar Site - Emergency Weather Service Update Graphic | Streetcar Live FY Schedule - September 2024 - May 2025 Promotional Material (Facebook, Instagram, Monitor) | Streetcar Live September 27th J.T. Brown (Spacefolk) Promotional Material (Facebook, Instagram, Monitor)

Streetcar Live Returns

Streetcar Live, the monthly concert series showcasing some of Tampa Bay's top musicians aboard the TECO Line Streetcar, returned in September. The local J.T. Brown Duo kicked things off, bringing their unique Spacefolk sound to the Streetcar.

This long-running concert series is a collaboration between the TECO Line Streetcar and the Gasparilla Music Festival.



Streetcar Service Extended for Amalie Arena Events

HART staff relaunched a campaign to support extended TECO Line Streetcar service until midnight for events at Amalie Arena on weeknights.

This initiative aims to provide convenient, reliable transportation for event-goers (and the general public), enhancing their experience while supporting one of downtown Tampa's biggest attractions – Amalie Arena.



Thanks to the team's efforts, streetcar service once again aligns with the schedule of major events, offering a seamless transit option for attendees and event staff.

Streetcar Service to Downtown/Ybor Events

Staff promoted streetcar service in support of several downtown and Ybor City events:

- Childish Gambino
- Don Omar
- Incubus
- Monster Jam
- Mayor's Food Truck Fiesta
- Bolts Brew Fest
- Freestyle Explosion Concert
- Rock the Park



Media Coverage

That's So Tampa - [Tampa's wild Streetcar Live concert series returns this fall - That's So Tampa \(thatssotampa.com\)](https://www.thatssotampa.com)

83 Degrees Media - [Streetcar Live concert series returns to Tampa \(83degreesmedia.com\)](https://www.83degreesmedia.com)

Trains Magazine - [Tampa streetcar looks to maintain free fares as ridership soars - Trains](https://www.trainsmagazine.com)

Newsweek - [Florida High-Speed Rail Line Could Be Extended - Newsweek](https://www.newsweek.com) (Streetcar referenced)

WUSF - [City of Tampa gets \\$1 million to help with city needs - WMNF 88.5 FM](https://www.wusf.com) (Streetcar referenced)

Tampa Bay Business Journal - [Tampa transit projects receive \\$1M federal boost - Tampa Bay Business Journal \(bizjournals.com\)](https://www.bizjournals.com) (streetcar referenced)

Tampa Bay Business Journal - [Hillsborough County takes next step in finalizing 20-year transportation plan - Tampa Bay Business Journal \(bizjournals.com\)](https://www.bizjournals.com) (Streetcar extension)

83 Degrees Media

[Tampa may fund fare-free year on busy HART route connecting downtown, USF \(83degreesmedia.com\)](https://www.83degreesmedia.com) (streetcar referenced)

ABC Action News

[Taking a look at the Community Investment Tax on the ballot this November \(abcactionnews.com\)](https://www.abcactionnews.com)

Prepared by: Frank Wyszynski, Manager of Marketing and Communications

Reviewed by: Jacqueline Halldow, Chief Administrative Officer



STREETCAR SYSTEM PERFORMANCE REPORT FOR AUGUST 2024

MISSED TRIPS

The TECO Line Streetcar System delivered 99.0% of the contracted 4,462 trips for August with 44.25 reported missed trips. The missed trips were caused by inclement weather (23.5 trips), shortage of operators (7.5 trips), mechanical issues (6.75 trips), the incidents listed below (5.75 trips) and a signal malfunction at the CSX interlock.

ON-TIME DEPARTURES

In August, there were 35 reported late departures; On Time Performance (OTP) was 99.22%.

ACCIDENTS/INCIDENTS

There were two incidents in August:

August 14th – The motorperson of Streetcar 435 noticed smoke in the car before departing station #1. He promptly evacuated the 12 passengers that were in the car; there were no injuries. The cause of the smoke was a resistor grid failure under the car which caused only minor damage.

August 18th – Streetcar 432 was crossing 6th Avenue northbound when it split the passing track switch. There were no injuries or damage. The cause of the split switch was a failure of the switch box.

SPECIAL SERVICE

The Streetcar System did not provide any additional service in August.

COMPONENT PERFORMANCE

- Ridership for August

<u>2022</u>	<u>2023</u>	<u>2024</u>
94,609	96,866	99,977

- Right of way and Interlocking Report – all track inspections/maintenance were completed as scheduled. The right of way and CSX Interlocking are inspected every morning by HART personnel.
- Overhead Catenary System (OCS) Report – All inspections were completed as scheduled.
- ADA Bridge Mechanism – There were 103 ADA boardings with no reported problems.
- Substations – All monthly service was completed on the Substations.

VEHICLE MAINTENANCE

- All maintenance on the streetcars is current.
- 16 service calls were performed in August.
- One streetcar required a tow in August.



SYSTEM CHANGES

Four student Operators will start training on September 16.

INFRASTRUCTURE

Only scheduled maintenance was performed in August.

Service	Performed in August
A	27
B	2
C	0
E	0
AC PM	0

Prepared by: Brian Allan, HART Director of Streetcar Operations

Reviewed by: Sean M. McCarthy, HART Chief Operations Officer



STREETCAR SYSTEM PERFORMANCE REPORT FOR SEPTEMBER 2024

MISSED TRIPS

The TECO Line Streetcar System delivered 90.64 % of the contracted 4,270 trips for September with 399.5 reported missed trips. The missed trips were caused by Hurricane Helene (266 trips), shortage of operators (104.75 trips), mechanical issues (16.5 trips) and flooding/weather (12.25 trips).

ON-TIME DEPARTURES

In September, there were 12 reported late departures; On Time Performance (OTP) was 99.69%.

ACCIDENTS/INCIDENTS

There were two accidents in September:

September 19th – Streetcar 436 was travelling north bound at the intersection of Waters Street & Florida Avenue when a car on Florida Avenue ran in front of Streetcar 436 and was struck. One passenger initially claimed an injury but refused medical treatment when Tampa Police Department (TPD) arrived. Streetcar 436 received minor damage in the accident. The driver of the vehicle was cited for failure to yield.

September 27th – Streetcar 435 was heading southbound when it struck a car exiting the driveway at Sparkman’s Wharf. There were eight passengers on the car, none reported injury.

SPECIAL SERVICE

The Streetcar System did not provide any additional service in September.

COMPONENT PERFORMANCE

- Ridership for September

<u>2022</u>	<u>2023</u>	<u>2024</u>
75,860	90,385	88,015

- Right of way and Interlocking Report – all track inspections/maintenance were completed as scheduled. The right of way and CSX Interlocking are inspected every morning by HART personnel.
- Overhead Catenary System (OCS) Report – All inspections were completed as scheduled.
- ADA Bridge Mechanism – There were 131 ADA boardings with no reported problems.
- Substations – All monthly service was completed on the Substations.

VEHICLE MAINTENANCE

- All maintenance on the streetcars is current.
- 24 service calls were performed in September.



- One streetcar required a tow in September.

SYSTEM CHANGES

Two student Operators started training on September 16th. Currently interviewing for three Operators and one Service Attendant.

INFRASTRUCTURE

A post hurricane inspection on the track, OCS and substations was performed on September 27th.

Service	Performed in September
A	29
B	3
C	0
E	0
AC PM	5

Prepared by: Brian Allan, HART Director of Streetcar Operations

Reviewed by: Sean McCarthy, HART Chief Operations Officer



CITY OF TAMPA

Jane Castor, Mayor

Revenue and Finance

Accounting

August 30, 2024

TO: Tampa Historic Streetcar, Inc.

FROM: Nancy Harper, Accountant II

SUBJECT: July 2024 Financial Statements

Attached are the financial statements for the month ended July 31, 2024.

FDOT revenues are down by 9.1%, Special assessment receipts are up by 20.1% HART operating expenses are up 3.6% and CSX costs are up 8.3%. Some revenue and expense highlights are as follows:

	FY 24	FY 23	\$ Difference	% Change
FDOT Revenues	\$ 635,967	\$ 700,000	\$ (64,033)	-9.1%
Special Assessments	\$ 1,749,961	\$ 1,457,454	\$ 292,507	20.1%
HART Expenses	\$ 1,965,987	\$ 1,897,550	\$ 68,437	3.6%
Insurance (CSX, general liability)	\$ 819,267	\$ 756,317	\$ 62,950	8.3%

The cash and cash equivalents began the fiscal year with \$375,361 and reflect a balance of \$1,170,892 as of July 31, 2024. Interest earnings were \$29,163, or an approximate APR of 3.8%.

TAMPA HISTORIC STREETCAR OPERATIONS-PROJECTIONS

Jul-24

Code	Category	<u>12 MONTH BUDGET</u>	<u>YTD ACTUAL</u>	<u>PROJECTED 2024</u>
337402	HARTLINE-CMAQ	\$ 200,000	\$ -	\$ 200,000
337401	HARTLINE-FDOT	800,000	635,967	800,000
337401	HARTLINE-FDOT	-	-	-
319101	CITY TIF CONTRIBUTION	786,750	655,625	786,750
344401	FAREBOX	-	-	-
344402	CAR LEASING	-	3,000	3,000
344403	ADVERTISING	115,000	166,521	166,521
361101	INTEREST	-	29,163	34,996
366000	CONTRIBUTION AND DONATIONS	60,000	60,000	60,000
366005	OTHER CONTRIBUTION	29,451	20,833	29,451
366013	CONTRIBUTION FR COT	531,000	442,500	531,000
335200	NON-AD VALOREM ASSESSMENT	-	-	-
369900	MISC. REVENUES	500	5,375	6,450
369936	Unassigned Use of Fund Balance	112,000	-	-
325300	NON-AD VALOREM DISTRICT ASSESSMENT	1,734,024	1,749,961	1,749,961
381101	Transfer From Utilities Services Tax Fund	-	-	-
389402	INKIND CONTRIBUTION	-	-	-
	TOTAL REVENUES	<u>\$4,368,725</u>	<u>\$3,768,945</u>	<u>\$4,368,129</u>
531002	PROFESSIONAL SVCS	6,000	5,769	6,923
532000	ACCOUNTING	25,000	4,995	5,994
534000	CONTRACTS	-	-	-
541003	POSTAGE	1,000	-	-
544000	POSTAL BOX RENTAL	-	-	-
547000	Printing and Binding	-	-	-
548000	ADVERTISING	-	307	368
		<u>32,000</u>	<u>11,071</u>	<u>13,285</u>
545000	INSURANCE	962,380	819,267	953,684
581000	EXTRA SERVICE	300,500	83,871	300,500
582000	HARTLINE-OPERATIONS	3,073,762	1,882,116	3,073,762
599999	OTHER USES BUDGET RESERVE	83	-	-
		<u>4,336,725</u>	<u>2,785,254</u>	<u>4,327,946</u>
	TOTAL EXPENSES	<u>\$ 4,368,725</u>	<u>\$ 2,796,325</u>	<u>\$ 4,341,231</u>
	EXCESS (DEFICIT)	<u>\$0</u>	<u>\$972,620</u>	<u>\$ 26,897</u>



CITY OF TAMPA

Jane Castor, Mayor

Revenue and Finance

Accounting

September 30, 2024

TO: Tampa Historic Streetcar, Inc.

FROM: Nancy Harper, Accountant II

SUBJECT: August 2024 Financial Statements

Attached are the financial statements for the month ended August 31, 2024.

FDOT revenues are up by 9.2%, Special assessment receipts are up by 20.1% HART operating expenses are down 7.1% and CSX costs are down 2.3%. Some revenue and expense highlights are as follows:

	FY 24	FY 23	\$ Difference	% Change
FDOT Revenues	\$ 757,194	\$ 700,000	\$ 57,194	8.2%
Special Assessments	\$ 1,749,961	\$ 1,457,454	\$ 292,507	20.1%
HART Expenses	\$ 2,283,777	\$ 2,457,687	\$ (173,910)	-7.1%
Insurance (CSX, general liability)	\$ 953,684	\$ 976,528	\$ (22,844)	-2.3%

The cash and cash equivalents began the fiscal year with \$375,361 and reflect a balance of \$1,173,166 as of August 31, 2024. Interest earnings were \$31,842, or an approximate APR of 4.1%.

TAMPA HISTORIC STREETCAR OPERATIONS-PROJECTIONS

Aug-24

Code	Category	<u>12 MONTH BUDGET</u>	<u>YTD ACTUAL</u>	<u>PROJECTED 2024</u>
337402	HARTLINE-CMAQ	\$ 200,000	\$ -	\$ 200,000
337401	HARTLINE-FDOT	800,000	757,194	800,000
337401	HARTLINE-FDOT	-	-	-
319101	CITY TIF CONTRIBUTION	786,750	721,688	786,750
344401	FAREBOX	-	-	-
344402	CAR LEASING	-	3,000	3,000
344403	ADVERTISING	115,000	252,770	252,770
361101	INTEREST	-	31,842	34,737
366000	CONTRIBUTION AND DONATIONS	60,000	60,000	60,000
366005	OTHER CONTRIBUTION	29,451	24,284	29,451
366013	CONTRIBUTION FR COT	531,000	486,750	531,000
335200	NON-AD VALOREM ASSESSMENT	-	-	-
369900	MISC. REVENUES	500	5,375	5,864
369936	Unassigned Use of Fund Balance	112,000	-	-
325300	NON-AD VALOREM DISTRICT ASSESSMENT	1,734,024	1,749,961	1,749,961
381101	Transfer From Utilities Services Tax Fund	-	-	-
389402	INKIND CONTRIBUTION	-	-	-
	TOTAL REVENUES	<u>\$4,368,725</u>	<u>\$4,092,864</u>	<u>\$4,453,532</u>
531002	PROFESSIONAL SVCS	6,000	6,174	6,735
532000	ACCOUNTING	25,000	4,995	5,449
534000	CONTRACTS	-	-	-
541003	POSTAGE	1,000	-	-
544000	POSTAL BOX RENTAL	-	-	-
547000	Printing and Binding	-	-	-
548000	ADVERTISING	-	307	335
		<u>32,000</u>	<u>11,476</u>	<u>12,519</u>
545000	INSURANCE	962,380	953,684	953,684
581000	EXTRA SERVICE	300,500	100,000	300,500
582000	HARTLINE-OPERATIONS	3,073,762	2,183,777	3,073,762
599999	OTHER USES BUDGET RESERVE	83	-	-
		<u>4,336,725</u>	<u>3,237,461</u>	<u>4,327,946</u>
	TOTAL EXPENSES	<u>\$ 4,368,725</u>	<u>\$ 3,248,937</u>	<u>\$ 4,340,465</u>
	EXCESS (DEFICIT)	<u>\$0</u>	<u>\$843,927</u>	<u>\$ 113,067</u>
			\$0	