

## **Tampa Historic Streetcar**

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### Sponsorship & Endowment Program Evaluation Analysis



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## ***Executive Summary***

Tampa Historic Streetcar (“THS”) retained Front Row Marketing Services (“FRMS”) to conduct a program evaluation analysis with regards to the sponsorship, endowments, promotion and other commercial rights controlled by THS and the TECO Line Streetcar System. The TECO Line had a ridership of over 437,000 patrons in 2007 and is projected to have a ridership of over 445,000 in 2008 from general ridership to special regional events and private streetcar rentals.

This report is an updated analysis of the TECO Line Streetcar System and its advertising assets. The original study was completed in 2005. The intent of this report is to assist the THS and HART (Hillsborough Area Regional Transit Authority) in assessing the value and viability of selling the Naming Rights, endowments, various sponsorships and advertising assets of the TECO Line. This report highlights the value that TECO Energy receives as the primary Naming Rights partner from its branding exposure on an annual basis as well as sub-level naming rights to Station Stops and individual Streetcars. This report also highlights the value of various sponsorship opportunities and advertising assets and the value that they would receive on an annual basis. All attendance assumptions and statistics data used in this report were based on 2007 ridership statistics provided by HART.

As this section is only a summary of the key findings, the full report should be read in its entirety to ensure that all methodologies, assumptions, and analyses are considered.

## ***Analysis Highlights***

### **TECO Line Naming Rights Summary**

<b>Annual Impressions/Streetcar Traffic</b>	<b>Annual Impressions/Patron Traffic</b>	<b>On-Site Value/Riders</b>	<b>Impressions from Station Stops</b>
31,195,820	5,256,000	131,283	31,195,820
<b>Impressions from Ancillary Sources</b>	<b>Impressions from Ad Buys</b>	<b>Impressions from Newsprint</b>	<b>Impressions from Website</b>
16,284,222	44,808	13,294,197	32,136,192
<b>Total Annual Impressions</b>		<b>Annual Media Value</b>	
129,538,342		\$1,295,383	

***Analysis Highlights, Continued***

***Streetcar Total Impressions and Media Value Summary***

<b>Streetcar Number</b>	<b>Current Naming Rights</b>	<b>Total Impressions</b>	<b>Annual Media Value</b>
428	Sun Trust Car	11,820,772	\$118,208
429	Bright House Networks	11,820,772	\$118,208
430	None	10,981,397	\$109,814
431	None	10,981,397	\$109,814
432	None	10,981,397	\$109,814
433	None	10,981,397	\$109,814
434	None	10,981,397	\$109,814
435	None	10,981,397	\$109,814
436	None	10,981,397	\$109,814
1976	Vigo Breezer	16,742,902	\$167,429
<b>Total Media Value</b>			<b>\$1,172,542</b>

***Station Stop Total Impressions and Media Value Summary***

<b>Station Stop</b>	<b>Station</b>	<b>Address</b>	<b>Total Impressions</b>	<b>Annual Media Value</b>
1	Centennial Park Station	20th St & 8th Ave	6,430,221	\$64,302
2	Tampa Bay Federal Credit Union Station	16th St & 8th Ave	6,665,497	\$66,655
3	Streetcar Society Station	15th St & 8th Ave	9,533,394	\$95,334
4	Cadrecha Plaza Station	13th St & 7th Ave	5,958,369	\$59,584
5	Port Authority Station	McKay St & Channelside Dr	6,133,367	\$61,334
6	York Street Station	York St & Channelside Dr	6,057,239	\$60,572
7	Cumberland Ave Station	Cumberland Ave & Channelside Dr	8,414,761	\$84,148
8	The Tampa Tribune Station	Beneficial Dr & Channelside Dr	5,812,545	\$58,125
9	HSBC Station	Morgan St & Ice Palace Dr	5,567,689	\$55,677
10	Southern Transportation Plaza	Franklin Street & Ice Palace Dr	7,248,181	\$72,482
<b>Total Media Value</b>				<b>\$678,213</b>

## ***Analysis Highlights, Continued***

### ***Advertising/Sponsorship Elements***

The following section highlights remaining Streetcar and Station Stop inventory still available as well as all additional advertising revenue, sold or unsold.

<b>Inventory Item(s)</b>	<b>Number of Available Inventory</b>	<b>Total Annual Revenue/Item</b>	<b>Total Annual Revenue Potential</b>
Streetcar Naming Rights	7	\$54,908	\$384,359
Cumberland Ave Station NR	1	-	\$21,434
York Street Station NR	1	-	\$20,190
Cadrecha Plaza Station NR	1	-	\$19,861
Centennial Park Station NR	1	-	\$21,434
Southern Transportation Station NR	1	-	\$24,161
Streetcar Roof Ad Panels	(2 Pair)	\$15,296 (per pair)	\$30,592
Tickets	1	-	\$5,000
Streetcar Steps Advertising	9	\$1,450 (Streetcar)	\$13,050
Interior Streetcar Ad Panels	(54 Pair)	\$4,376 (per pair)	\$236,304
Exterior Streetcar Front Ad Panels	(18 Pair)	\$7,200 (per pair)	\$129,600

The potential review for TECO Line Streetcar System is ***\$905,985***. The number reflected is if all remaining advertising and Naming Rights opportunities are sold.

Station Stop Naming Rights opportunities are based on a 3 to 1 ROI.

Streetcar Naming Rights opportunities are based on a 2 to 1 ROI.

Streetcar steps should be sold to one sponsor per car. The total value for each Streetcar is \$1,450. There are 8 steps per car valued at \$181.25.

Currently, two of the 7 unnamed Streetcars are sold on a temporary basis. These Streetcars can be identified with advertising on top of the Streetcar.

### ***Benchmarkers' Club***

The Benchmark Club gives and opportunity for an individual to purchase their seat on a TECO Line Streetcar. A brass plaque will be placed on the desired seat and will identify the individual as a Benchmark.

It is recommended that the current Benchmarkers' Club continue under its current program model and marketing plan. This program is a philanthropic program and is marketed to those entities solely interested in a philanthropic tie.

## ***TECO Line Naming Rights Sponsorship Evaluation***

The following is a comprehensive Naming Rights sponsorship evaluation analysis of the TECO Line Streetcar System. In an effort to provide the most accurate analysis of this sponsorship, we have compiled an impression comparison of the current elements.

The broadcast elements take into consideration the total exposure item and the broadcast non-discounted commercial rate. Below are the 2007 television, radio, and newspaper media costs per ad unit that were used to determine the exposure from various connected media buys.

### ***Radio Station Ad Rates:***

- Tampa Region: \$194 per 60-second spot

### ***Television Station Ad Rates:***

- Ft. Myers Market: \$500 per 30-second spot
- Tampa Bay Market: \$1,200 per 30-second spot

### ***Newspaper Ad Rates:***

- Tampa Region: \$1,779 (average 1/4 Page ad)

The analysis also takes into consideration the following current signage and promotional elements.

- Tampa Convention and Visitors Bureau Collateral and website
- HART collateral and website
- TECO Line collateral and website
- Tampa Convention Center – TECO Line display kiosks
- Newspaper articles and websites
- Streetcar Operators Uniforms
- Interior Streetcar Identity
- Exterior Streetcar Identity
- Station Stops Identity
- Streetcar Sponsored Events
- Streetcar Passes
- Streetcar Merchandise
- Other Ancillary Exposure

## TECO Line Naming Rights Sponsorship Evaluation Analysis, Continued

### TECO Line

Annual Impressions/Streetcar Traffic	Annual Impressions/Patron Traffic	On-Site Value/Riders	Impressions/Station Stops
31,195,820	5,256,000	131,283	31,195,820

**Total Impressions** **67,778,924**

### TECO Line Ancillary Exposure

Ancillary Sources	Logo	Text	Footers	Total Circ/Att	Total Impressions
Benchmarkers' Club	1			10,000	10,000
In-Town Tampa Guide & Map	5	4	4	1,000,000	9,000,000
In-Town Tampa Guide & Map (Tampa Historic Streetcar Special)	7	6	6	100,000	1,300,000
Quick Guide	1	2	1	1,200,000	3,300,000
Trolley, Streetcar and Parking Map (HART)	1	2	1	100,000	275,000
20-Ride Tickets	1			11,000	11,000
1-Day Local Tickets	1			50,000	50,000
Fair Box Tickets	1			100,000	100,000
Outlet Tickets	1			50,000	50,000
Additional TECO Line Tickets	1			226,000	226,000
Driver Uniforms (Hat & Vest)	2			437,611	875,222
Tampa CVB- Meetings Planners Guide		2		50,000	75,000
Tampa Convention Center- Level 1 Kiosk	1			250,000	250,000
Stationary	1			500	500
Newsletters	2	5	1	1,500	9,000
Hats (Merchandise)	1			5,000	40,000
Post Cards	1			5,000	40,000
Train Whistles	1			5,000	40,000
Streetcar Die-Cut	1			5,000	20,000
Streetcar Sponsored Events (flyers)	1	1		50,000	87,500
Streetcar Sponsored Events (on-site exposure)	2	2		150,000	525,000

**Total Impressions** **16,284,222**

### Internet Exposure

Website	Logo	Text	Total Annual Visits	Total Impressions
Tampa CVB	1	2	282,516	776,919
Tecolinstreetcar.org	30	51	325,000	22,262,500
Hartline.org/gohart.org	-	5	550,000	2,200,000
Discoverintown.com	2	4	10,000	52,500
Ancillary Websites (other websites TECO Line received exposure)	-	1	6,844,273	6,844,273

**Total Impressions** **32,136,192**

***TECO Line Naming Rights Sponsorship Evaluation Analysis, Continued***

**Newsprint Exposure**

<b>Newspapers</b>	<b>Text</b>	<b>Total Annual Visits</b>	<b>Total Impressions</b>
Various Newsprint Exposure (Local and National Newspapers)	1	13,294,197	13,294,197
<b>Total Impressions</b>			<b>13,294,197</b>

**Regional Annual Value from Ad Buys**

<b>Source</b>	<b>Media Value from Ad Buys</b>	<b>Impressions</b>	<b># of Buys</b>
Total Newsprint ad buys (ad rate \$1,780)	\$5,554	5,554	24
Total Radio ad buys (spot rate \$194)	\$12,804	12,804	200
Total TV ad buys (CVB ad in Ft. Myers Market \$65,000)	\$21,450	21,450	1
Total Other Media Ad buy (rate \$1,000)	\$5,000	5,000	20
<b>Total Annual Ad buys</b>	<b>\$44,808</b>	<b>44,808</b>	<b>245</b>



## ***TECO Line Naming Rights Summary***

Based on the above analyses, TECO receives \$1,295,383 in branding media value and 129,538,342 impressions from its \$1,000,000 endowment. Projecting the endowment over 40 years, the annual cost for TECO is \$25,000 for the Naming Rights.

## ***Streetcar Naming Rights Sponsorship Evaluation***

The following is a comprehensive Naming Rights sponsorship evaluation analysis for the (10) TECO Line Streetcars. In an effort to provide the most accurate analysis of this sponsorship, we have compiled an impression comparison of the current elements.

This analysis was conducted by using data for downtown Tampa walking foot traffic patrons and vehicular traffic counts. The vehicle traffic counts were published by the Hillsborough County Planning & Growth Management Transportation Division. The local foot traffic was determined by surveys and on-site analyses.

The vehicle and foot traffic counts were used to determine the impression analysis for each streetcar, which resulted in the following factors:

1. Each car is stopped at a Station Stop for an **average of 1 minute** or a total of 10 minutes (all 10 stops) out of each 20-minute run.
2. 100 walking traffic count per run/car.
3. Each car will have an average of **36 runs per operating day**.
4. Each car will have an average of **200 operating days per year**.
5. Each car will have an average of **12 operating hours/day**.
6. Naming Rights Sponsor on a Streetcar would receive 2 impressions per vehicle traffic, with an **average of 56 impressions per run**.
7. Naming Rights Sponsor on a Streetcar would receive **4 impressions per walking traffic count**.

*2007 Vehicle Traffic Counts AADT (Average Annual Daily Traffic):*

Station Stop	Station	Address	AADT
1	Centennial Park Station	20th St & 8th Ave	7,727
2	Tama Bay Federal Credit Union Station	16th St & 8th Ave	7,727
3	Streetcar Society Station	15th St & 8th Ave	16,496
4	Cadrecha Plaza Station	13th St & 7th Ave	6,697
5	Port Authority Station	McKay St & Channelside Dr	7,006
6	York Street Station	York St & Channelside Dr	7,006
7	Cumberland Ave Station	Cumberland Ave & Channelside Dr	12,750
8	The Tampa Tribune Station	Beneficial Dr & Channelside Dr	5,667
9	HSBC Station	Morgan St & Ice Palace Dr	5,667
10	Southern Transportation Plaza	Franklin Street & Ice Palace Dr	8,725

The analysis also takes into consideration the following current signage and promotion elements.

- CVB Collateral and website
- HART Collateral and website
- TECO Line collateral and website
- Interior Streetcar Identity
- Exterior Streetcar Identity

## Streetcar Naming Rights Sponsorship Evaluation Analysis, Continued

### Streetcar Annual Use

Streetcar Number	Current Naming Rights	Days Used	Length for Run (min)	Average Hours Per Day	Average Runs Per Day
428	Sun Trust Car	200	20	12	36
429	Bright House Networks	200	20	12	36
430	None	200	20	12	36
431	None	200	20	12	36
432	None	200	20	12	36
433	None	200	20	12	36
434	None	200	20	12	36
435	None	200	20	12	36
436	None	200	20	12	36
1976	Vigo Breezer	270	20	12	36

### Streetcar Total Impressions and Media Value

Streetcar Number	Current NR	Annual Imp/Car /Traffic	Annual Imp/Car/Patron	On-site Value/Riders	Imp from Ancillary Sources	Total Imp	Media Value
428	Sun Trust Car	8,546,800	720,000	875,222	1,678,750	11,820,772	\$118,208
429	Bright House Networks	8,546,800	720,000	875,222	1,678,750	11,820,772	\$118,208
430	None	8,546,800	720,000	875,222	839,375	10,981,397	\$109,814
431	None	8,546,800	720,000	875,222	839,375	10,981,397	\$109,814
432	None	8,546,800	720,000	875,222	839,375	10,981,397	\$109,814
433	None	8,546,800	720,000	875,222	839,375	10,981,397	\$109,814
434	None	8,546,800	720,000	875,222	839,375	10,981,397	\$109,814
435	None	8,546,800	720,000	875,222	839,375	10,981,397	\$109,814
436	None	8,546,800	720,000	875,222	839,375	10,981,397	\$109,814
1976	Vigo Breezer	11,538,180	972,000	875,222	3,357,500	16,742,902	\$167,429

## ***Streetcar Naming Rights Summary***

<b>Total Appropriated Value of Naming Rights Per Year</b>	<b>\$109,814</b>
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<b><i>Estimated Naming Rights Price (Based on a 2 to 1 ROI)</i></b>	<b><i>\$54,907</i></b>
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<b><i>Estimated Naming Rights Price (Based on a 3 to 1 ROI)</i></b>	<b><i>\$36,605</i></b>
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Estimated Naming Rights value is for (7) unsold Streetcars. Values expressed above are for each available Streetcar.

## Station Stop Naming Rights Sponsorship Evaluation

The following is a comprehensive Naming Rights sponsorship evaluation analysis of the (10) TECO Line Station Stops. In an effort to provide the most accurate analysis of this sponsorship, we have compiled an impression comparison of the current elements.

This analysis was conducted by using data for downtown Tampa walking foot traffic patrons and vehicular traffic counts. The vehicle traffic counts were published by the Hillsborough County Planning & Growth Management Transportation Division. The local foot traffic was determined by survey and on-site analyses.

The vehicle and foot traffic counts were used to determine the impression analysis for each Station Stop, and resulted in the following factors:

1. Station Stop Sponsor receives **1 impression per vehicle traffic.**
2. Station Stop Sponsor receives **2 impressions per walking traffic.**
3. Station Stop Sponsor receives **6 impressions per rider.**
4. Ridership origination value for each station stop was determined from the survey results provided by HART.
5. 437,611 riders road the line in 2007.

*Vehicle Traffic Counts AADT & Walking Foot Traffic:*

Station	Address	AADT	Daily Foot Traffic	Org. Patrons
Centennial Park Station	20th St & 8th Ave	7,727	583	30,568
Tama Bay Federal Credit Union Station	16th St & 8th Ave	7,727	767	89,387
Streetcar Society Station	15th St & 8th Ave	16,496	767	6,200
Cadreja Plaza Station	13th St & 7th Ave	6,697	467	6,620
Port Authority Station	McKay St & Channelside Dr	7,006	150	22,165
York Street Station	York St & Channelside Dr	7,006	150	3,133
Cumberland Ave Station	Cumberland Ave & Channelside Dr	12,750	958	68,380
The Tampa Tribune Station	Beneficial Dr & Channelside Dr	5,667	855	64,179
HSBC Station	Morgan St & Ice Palace Dr	5,667	500	2,965
Southern Transportation Plaza	Franklin Street & Ice Palace Dr	8,725	1,000	144,014

The analysis also takes into consideration the following current signage and promotion elements.

- CVB Collateral and website
- HART Collateral and website
- TECO Line collateral and website
- Interior Streetcar Identity
- Exterior Streetcar Identity

## ***Station Stop Naming Rights Sponsorship Evaluation Analysis, Continued***

### *Station Stops Total Impressions and Media Value*

<b>Station Stop</b>	<b>Station</b>	<b>Address</b>	<b>Imp/Vehicle Traffic</b>	<b>Imp/Ridership</b>	<b>Imp/Collateral</b>
1	Centennial Park Station	20th St & 8th Ave	2,820,449	122,272	3,487,500
2	Tama Bay Federal Credit Union Station	16th St & 8th Ave	2,820,449	357,548	3,487,500
3	Streetcar Society Station	15th St & 8th Ave	6,021,094	24,800	3,487,500
4	Cadrecha Plaza Station	13th St & 7th Ave	2,444,389	26,480	3,487,500
5	Port Authority Station	McKay St & Channelside Dr	2,557,207	88,660	3,487,500
6	York Street Station	York St & Channelside Dr	2,557,207	12,532	3,487,500
7	Cumberland Ave Station	Cumberland Ave & Channelside Dr	4,653,741	273,520	3,487,500
8	The Tampa Tribune Station	Beneficial Dr & Channelside Dr	2,068,329	256,716	3,487,500
9	HSBC Station	Morgan St & Ice Palace Dr	2,068,329	11,860	3,487,500
10	Southern Transportation Plaza	Franklin Street & Ice Palace Dr	3,184,625	576,056	3,487,500

<b>Station Stop</b>	<b>Station</b>	<b>Address</b>	<b>Total Impressions</b>	<b>Annual Media Value</b>
1	Centennial Park Station	20th St & 8th Ave	6,430,221	\$64,302
2	Tama Bay Federal Credit Union Station	16th St & 8th Ave	6,665,497	\$66,655
3	Streetcar Society Station	15th St & 8th Ave	9,533,394	\$95,334
4	Cadrecha Plaza Station	13th St & 7th Ave	5,958,369	\$59,584
5	Port Authority Station	McKay St & Channelside Dr	6,133,367	\$61,334
6	York Street Station	York St & Channelside Dr	6,057,239	\$60,572
7	Cumberland Ave Station	Cumberland Ave & Channelside Dr	8,414,761	\$84,148
8	The Tampa Tribune Station	Beneficial Dr & Channelside Dr	5,812,545	\$58,125
9	HSBC Station	Morgan St & Ice Palace Dr	5,567,689	\$55,677
10	Southern Transportation Plaza	Franklin Street & Ice Palace Dr	7,248,181	\$72,482

## ***Station Stop Naming Rights Summary***

<b>Station Stop</b>	<b>Total Appropriated Value of Naming Rights/Year</b>	<b>3 to 1 ROI</b>
Centennial Park	\$64,302	\$21,434
Tampa Bay Federal Credit Union	\$66,655	\$22,218
Streetcar Society	\$95,334	\$31,778
Cadrecha Plaza	\$59,584	\$19,861
Port Authority	\$61,334	\$20,445
York Street	\$60,572	\$20,191
Cumberland Ave	\$84,148	\$28,049
Tampa Tribune	\$58,125	\$19,375
HSBC	\$55,677	\$18,559
Southern Transportation Plaza	\$72,482	\$24,161

## Advertising/Sponsorship Elements

### Streetcar Roof Ad Panels



### Station Stop Naming Rights



### Tickets



### Exterior Ad Panels



### Interior Ad Panels



### Streetcar Naming Rights





## ***Analysis Methodology***

### **Impression Valuation:**

Each advertising and sponsorship element has an on-site impression value that is a factor of the total impressions received by each element, attendance at the event and the elements length life. These values have been determined through on-site surveying, THS and HART staff interviewing and other means of statistical data gathering.

#### (APV®) Appropriated Media Value Method:

This value compares the impression value per advertising element to the value per impression, based on the formula used, a dollar value is associated with each element. The value assigned to each base impression is derived by using the average CPM – (Cost-per-thousand) of branding and signage elements from North American facilities and venues that have on-site signage exposures. The locations that are used for the comparisons include public transportation systems, assembly facilities, performing arts centers, convention centers and other arts and entertainment venues. The media value used is \$.01 per impression.

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### **Television and Radio Methodology:**

#### Television & Radio Sequences:

This value reflects that amount of time an advertiser/sponsors' logo or brand identity appears on a given television broadcast. The logo must be completely legible and clear and in-focus, to be logged as a sequence.

#### Mentions:

A mention is an account of each time the sponsor or sponsorship property is verbally mentioned in either a television broadcast or radio broadcast.

#### Exposures:

This value is the combined length of all sequences that are in view during a specific broadcast.

30- second Broadcast Media Value:

During the event broadcast the Media Value is determined by utilizing the CP: 30 (Cost Per 30-second, non-discounted, commercial rate), which is multiplied by the broadcast exposure time (*amount of time each sponsors' brand is visible on-screen*). A verbal mention is given a value of 10-seconds per mention and is calculated at 1/3<sup>rd</sup> of the CP: 30 value for its Media Value. In the case where there are duplicate exposures on the screen, the dominant location will be counted.

News Highlight Show Data:

Highlight show information is obtained through *Critical Mention*, this includes length of program, amount of mentions, Cost per 30-second value and viewer ratings.

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**Methodology for Newsprint & Magazine Article Exposure:**

(SLV®) Straight-line Value Method:

Over 2,000 local, national and international publications are reviewed for exposure; each exposure element is compared to the publications circulation. Each circulation value represents 1 impression and is combined with the appropriated media value to determine its media value. Circulation rates are obtained through ABC (Audit Bureau of Circulations).

(LV®) Location Value Method:

Each article is reviewed for the location of exposure and uses a location-weighting factor. Each mention of the sponsorship property is weighted depending upon location of the text whether it is in the headline, photo, photo caption, byline or body of the article.

The following scale outlines the location-weighting.

<u>Location</u>	<u>Weighting Factor</u>
Headline	1
Photo	1
Byline	.75
Photo Caption	.60
Body of the Article	.50

Each location-weighted article is then combined with the *section readership factor*; this factor is determined by using the factor derived from Newspaper Association of America (NAA) and Scarborough Newspaper Section Readership study.

The following scale outlines the section readership factor.

<u>Section Readership</u>	<u>Readership Factor</u>
Business/Finance	59
Classified	53
Comics	58
Entertainment (movies, theater, etc.)	65
Food or cooking	55
Main News	88
Sports	61
TV/radio listings	52

Once the section readership and location weighting factors are determined the publications circulation factor is then combined with both factors to determine each individual publications Impressions.

**Methodology for Internet Exposure:**

(SLV®) Straight-line Value Method:

Over 1,000,000 websites are reviewed for exposure. Each exposure element and the website is reviewed for its Unique Visitor exposure to determine the impressions, then the impression value is combined with the appropriated media value to determine its media value. Website Unique visitor rates are obtained through Net Ratings and Ranking.com.

(LV®) Location Value Method:

Each Internet exposure is reviewed for location of exposure and uses a similar location-weighting factor as in the Newsprint & Magazine Analysis. Each mention of the sponsor or sponsorship property is weighted depending upon location of the text whether it is in the headline, photo, photo caption, byline, side bar or body of the article. The location-weighted factor is combined with the number of Unique Visitors, to determine the Internet Impression Value. The following graph outlines the factors related to websites:

<u>Location</u>	<u>Weighting Factor</u>
Headline	1
Photo	1
Byline	.75
Photo Caption	.60
Body of the Article	.50
Side Bar	.25