# ABBREVIATED PACKET IN LIEU OF A BOARD MEETING

**September 2026**

*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 ~ President
Brandon Campbell
Brad Cooke
Councilmember Guido Maniscalco
David Mechanik

Hillsborough Transit Authority
Melanie Williams ~ Vice President
Councilmember Alan Clendenin
Adam Nebrich ~ Secretary-Treasurer
Councilmember Gil Schisler ~ *Alternate*

**1. REVIEW OF MINUTES**

1.a. Tampa Historic Streetcar Board of Directors ~ August 25, 2026
Meeting Minutes

**2. MARKETING SERVICES REPORT**

2.a. August 2026
Report

**3. STREETCAR SYSTEM PERFORMANCE REPORT**

3.a. August 2026
Report

**4. COMPLIANCE REPORTS (REVIEW AND FILE)**

4.a. City of Tampa Financial Statements for the Month Ending August 31, 2026
Report

**Workshop Minutes**

*Pending Approval*

## Attendance via Communications Media Technology (CMT)

## Attendance in Person

| **Board Members** | **(4)** | **HART - Staff Members** | **(15)** |
|---|---|---|---|
| Michael English, President | | Melissa Ajabshir | |
| Brandon Campbell | | Brian Allan | |
| Councilmember Alan Clendenin | | Brenda Bailey | |
| Melanie Williams, Vice Chair | | David Botello | |
| | | Richard Campbell | |
| | | Scott Drainville | |
| | | David Groomes | |
| | | Danielle Jackson | |
| | | Lena Petit | |
| | | Shirley Shu-Hurley | |
| | | Heather Sobush | |
| **Board Member Absent** | **(1)** | **Others Present** | **(6)** |
| Brad Cooke | | AC Cannon, Tampa Downtown Partnership | |
| | | Alison Garcia, Tampa Downtown Partnership | |
| | | Kenyetta Hairston-Bridges, Tampa Downtown Partnership | |
| | | Chris Hutchcraft, City of Tampa | |
| | | Sam Thomas, City of Tampa | |
| | | Jayla Worrell, City of Tampa | |

## Attendance via Communications Media Technology (CMT)

| **Board Members** | **(3)** | **Others Present** | **(2)** |
|---|---|---|---|
| Councilmember Guido Maniscalco | | David Smolker, THS General Counsel | |
| David Mechanik | | Thomas Richardson | |
| Adam Nebrich, Secretary | | | |

The August 25, 2026, THS Board of Directors meeting was held in a hybrid format with a 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

THS Board President/Chair English called the meeting to order at 2:03 p.m. The Pledge of Allegiance followed. Roll call was performed, and a physical quorum was not present, and no action could be taken. The meeting was held in a workshop format.

**Workshop Minutes**
*Pending Approval*

## PUBLIC INPUT (3 MINUTES PER SPEAKER)

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

## APPROVAL OF MINUTES

Regular Board of Directors Meetings ~ June 23, 2026

*The approval of the minutes was deferred until a meeting that had a quorum.*

## ACTION ITEMS

Ms. Shirley Shu-Hurley, CFA, CPA; HART Chief Financial Officer, presented the FY2027 service model, operating statistics, operating revenues and expenses, HART and THS budgets, streetcar capital project, etc. This presentation was in support of Resolutions #R2026-08-06 and #R2026-08-07. A full copy of the presentation is available upon request from the Board Administrator at JacksonD2@gohart.org.

Director Williams noted a slight increase in the marketing and advertising budget; she asked if additional advertising and marketing will be done or if that was just related to a price increase.

Ms. Shu-Hurley noted that it was a modest increase and expected the majority of the marketing and advertising to remain the same.

President English asked for assurance that $60,000 would still be received from the Tampa Downtown Partnership.

Ms. Shu-Hurley responded affirmatively, noting that it was displayed in the HART budget.

Director Clendenin asked for the reason for the change in the accounting.

Ms. Shu-Hurley stated that HART directly collected the funding for the streetcar usage so it was reflected in a better economic manner.

THS General Counsel David Smolker advised the Board members to form consensus at the meeting and utilize ByLaws *Section 3.8, Action Without a Meeting,* as an option to formalize approval of these items by signing a consent setting forth the actions taken. Such consent has the same effect as a unanimous vote and will be filed in the meeting minutes.

Resolution #R2026-08-06 ~ Approval of Proposed FY2027 Tampa Historic Streetcar, Inc. (THS) Annual Corporate Budget in the Amount of $1,899,957

***Director Clendenin made a motion seconded by Directors Williams and Maniscalco, to form a consensus to approve the Resolution #R2026-08-06 ~ Approval of Proposed FY2027 Tampa Historic Streetcar, Inc. (THS) Annual Corporate Budget in the Amount of $1,899,957. Directors English, Campbell, Clendenin, Mechanik, Maniscalco, Nebrich, and Williams voted aye. The motion carried unanimously.***

Resolution #R2026-08-07 ~ Approval of Proposed FY2027 HART Annual Streetcar Operations Budget in the Amount of $6,409,177

***Director Clendenin made a motion, seconded by Director Maniscalco, to form a consensus to approve the Resolution #R2026-08-07 ~ Approval of Proposed FY2027 HART Annual Streetcar Operations Budget in the Amount of $6,409,177. Directors English, Campbell, Clendenin, Maniscalco, Mechanik, Nebrich, and Williams voted aye. The motion carried unanimously.***

Resolution #R2026-08-08 ~ Authorization to Offer Winter Village Express Service on Sundays from November 22 to December 20, 2026

Ms. Kenyetta Hairston-Bridges, Tampa Downtown Partnership, presented the action item.

***Director Clendenin made a consensus to approve Resolution #R2026-08-08 ~ Authorization to Offer Winter Village Express Service on Sundays from November 22 to December 20, 2026. Directors English, Campbell, Clendenin, Maniscalco, Mechanik, Nebrich, and Williams voted aye. The motion carried unanimously.***

## MARKETING SERVICE REPORT

Mr. David Botello, HART Internal Communication Manager, presented the Marketing Services Report for July 2026.

## STREETCAR PERFORMANCE REPORT

Mr. Brian Allan, Director of Streetcar Operations, presented the Streetcar Performance Report for July 2026.

## LEGAL AND LEGISLATIVE REPORT

There was no report.

## CHAIR'S REPORT

President English reported that he and Mr. Smolker met with representatives from The Baldwin Group regarding the CSX insurance and he would have more to share at the next meeting.

## HART CHIEF EXECUTIVE OFFICER REPORT

Mr. Scott Drainville, HART Chief Executive Officer, reported that the Florida Department of Transportation and the HART Safety and Security Department completed the audit of the THS Streetcar System with no major safety issues identified during the review. This audit included several state officials riding the service and inspecting the streetcar maintenance facility.

## COMPLIANCE REPORT (REVIEW AND FILE)

City of Tampa financial statements for the month ending July 31, 2026, were included in the packet.

## OLD BUSINESS

There was no Old Business.

## NEW BUSINESS

There was no New Business

## ADJOURNMENT

The meeting adjourned at 2:25 p.m.

ATTEST:

**Michael English, President**
**THS Board of Directors**

**Adam Nebrich, Secretary-Treasurer**
**THS Board of Directors**

**David Smolker**
**THS Board General Counsel**

## THS MARKETING SERVICES REPORT - AUGUST 2026

### Streetcar Advertising

HART leveraged new TECO Line Streetcar advertiser Whataburger to promote the Streetcar Advertising opportunities.

The campaign highlighted Whataburger's new sponsorship while showcasing available advertising opportunities on streetcars and at streetcar stations to attract additional business partners and generate awareness of the program.

The campaign also featured some digital cross-promotion from the Whataburger chain.

### Streetcar Service to Downtown/Ybor Events

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

- Monster Jam
- Mumford and Sons
- PFL MMA Fight Night
- AEAONMS Annual Street Parade
- Sounds of the Street (Water Street)
- Water Street Night Market
- Mayor's Food Truck Fiesta
- Rock the Park

### Media Coverage

- **Tampa Bay Times** - Tampa Bay parking fees are pricing out locals. How did they get so high? (streetcar referenced)
- **Southern Living** - Why Travelers Keep Returning To This Vibrant Florida City - AOL (streetcar referenced)
- **Family Destinations Guide** - This Vintage Streetcar Ride In Florida Is Completely Free And Absolutely Unforgettable
- **NJ.com** - Tampa keeps surprising visitors — here's what makes Florida's third-largest city worth the trip - nj.com (streetcar referenced)

- **WTSP** - Tampa Labor Day weekend traffic: Comic Convention, USF season opener and more | wtsp.com (streetcar referenced)
- **Hoodline -** John Cena Leads Tampa Bay Comic Convention as City Warns of Traffic, (streetcar referenced)
- **Tampa FP** - 25,000 Fans Expected In Downtown Tampa This Weekend For Annual Comic Convention (streetcar referenced)
- **TBBW** - Rays Stadium Deal Clears Tampa by One Vote After Years of Failed Plans (streetcar extension referenced)
- **AWAYGAME.com** - Visiting Amalie Arena as an Away Fan: The Complete Guide | AWAYGAME (streetcar referenced)

*Prepared by: Frank Wyszynski, Manager of Marketing and Communications*

Attachment: Vector Media Monthly Sales Report – August 2026

**Tampa Historic Streetcar**
**Monthly Sales Report**
*Aug-26*

Streetcar

| Advertiser - Contract | Inventory | Jan-26 | Feb-26 | Mar-26 | Apr-26 | May-26 | Jun-26 | Jul-26 | Aug-26 | Sep-26 | Oct-26 | Nov-26 | Dec-26 | Totals |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ASPNR American Society of Pediatric Neuroradiology-251117023- | Transit Streetcar-Interior Cards-Space | 50.00 | | | | | | | | | | | | 50.00 |
| 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 |
| Cigar City Tattoo Fest, LLC-250623023-0 | Transit Streetcar-Half Side-Space | 2,000.00 | 2,000.00 | | | | | | | | | | | 4,000.00 |
| Cigar City Tattoo Fest, LLC-250623023-1 | Transit Streetcar-Half Side-Space | | (2,000.00) | | | | | | | | | | | (2,000.00) |
| Crimestoppers of Tampa Bay-250625030-0 | Transit Streetcar-Interior Cards-Space | 70.00 | 70.00 | 70.00 | 70.00 | 70.00 | 70.00 | | | | | | | 420.00 |
| Grow Financial Federal Credit Union-250205008-0 | Transit Streetcar-Interior Cards-Space | | (360.00) | | | | | | | | | | | (360.00) |
| Grow Financial Federal Credit Union-250205008-0 | Transit Streetcar-Step Panel-Space | | (4,320.00) | | | | | | | | | | | (4,320.00) |
| Grow Financial Federal Credit Union-250205008-1 | Transit Streetcar-Interior Cards-Space | | 360.00 | | | | | | | | | | | 360.00 |
| Grow Financial Federal Credit Union-250205008-1 | Transit Streetcar-Step Panel-Space | | 1,560.00 | | | | | | | | | | | 1,560.00 |
| Grow Financial Federal Credit Union-251020010-0 | Transit Streetcar-Interior Cards-Space | | 147.00 | 147.00 | 147.00 | 147.00 | 147.00 | 147.00 | 147.00 | | | | | 1,029.00 |
| Hardrock Bet-260218020-0 | Transit Streetcar-Full Wrap-Space | | | 8,000.00 | 2,000.00 | | | | | | | | | 10,000.00 |
| JJ Taylor Distributing-240620025-1 | Transit Streetcar-Full Wrap-Space | 5,000.00 | 5,000.00 | (15,000.00) | | | | | | | | | | (5,000.00) |
| JW Marriott-250827026-0 | Transit Streetcar-Full Wrap-Space | | 7,500.00 | 7,500.00 | 7,500.00 | | | | | | | | | 22,500.00 |
| Molson Coors Brewing Company-251023003-1 | Transit Streetcar-Full Wrap-Space | 3,775.00 | 3,775.00 | 3,775.00 | 3,775.00 | 3,775.00 | 3,775.00 | 3,775.00 | 3,775.00 | | | | | 30,200.00 |
| RE/MAX-250916013-0 | Transit Streetcar-Full Wrap-Space | | | 20,500.00 | 10,250.00 | 10,250.00 | 10,250.00 | 10,250.00 | 10,250.00 | | | | | 71,750.00 |
| Tampa General Hospital-250424033-2 | Transit Streetcar-Full Wrap-Space | 7,500.00 | 7,500.00 | 7,500.00 | 7,500.00 | 7,500.00 | 7,500.00 | 7,500.00 | 7,500.00 | | | | | 60,000.00 |
| Tampa General Hospital-251022012-0 | Transit Streetcar Station-Domination-Space | 9,500.00 | 9,500.00 | 9,500.00 | 9,500.00 | 9,500.00 | 9,500.00 | 9,500.00 | 9,500.00 | | | | | 76,000.00 |
| Tampa General Hospital-251022012-0 | Transit Streetcar Station-Domination-Space | 1,330.00 | 1,330.00 | 1,330.00 | 1,330.00 | 1,330.00 | 1,330.00 | 1,330.00 | 8,740.00 | | | | | 18,050.00 |
| Tampa General Hospital-251022012-0 | Transit Streetcar Station-Domination-Space | 4,500.00 | 4,500.00 | 4,500.00 | 4,500.00 | 4,500.00 | 4,500.00 | 4,500.00 | 1,330.00 | | | | | 32,830.00 |
| Tampa General Hospital-251022012-0 | Transit Streetcar Station-Domination-Space | 8,740.00 | 8,740.00 | 8,740.00 | 8,740.00 | 8,740.00 | 8,740.00 | 8,740.00 | 4,500.00 | | | | | 65,680.00 |
| 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 | 1,667.00 | 1,667.00 | 1,667.00 | | | | | 13,336.00 |
| Tito's Handmade Vodka-250610036-0 | Transit Streetcar-Full Wrap-Space | 10,000.00 | | | | | | | | | | | | 10,000.00 |
| Rays Baseball - 260528014-0 | Transit Streetcar Station-Domination-Space | | | | | | 1,000.00 | 1,000.00 | | | | | | 2,000.00 |
| In The Breeze Ranch 260507029-0 | Transit Streetcar-End Panel-Space | | | | | | 700.00 | 700.00 | 700.00 | | | | | 2,100.00 |
| Baycare - 251022009-0 | Transit Streetcar-Full Wrap-Space | | | | | | 7,500.00 | (7,500.00) | | | | | | - |
| Crimestoppers of Tampa Bay - 260511009-0 | Transit Streetcar-Interior Cards-Space | | | | | | | 140.00 | 70.00 | | | | | 210.00 |
| Monster Brewing Company - 260326026-0 | Transit Streetcar Station-Domination-Space | | | | | | | | 1,950.00 | | | | | |
| Whataburger - 260528019-0 | Transit Streetcar-Full Wrap-Space | | | | | | | | 2,000.00 | | | | | |
| **Tampa Historic Streetcar Sales** | | **56,632.00** | **49,469.00** | **60,729.00** | **59,479.00** | **49,979.00** | **59,179.00** | **Feb-21** | **54,629.00** | **-** | **-** | **-** | **-** | **430,395.00** |

Station Sponsorship

| Advertiser - Contract | Inventory | Jan-26 | Feb-26 | Mar-26 | Apr-26 | May-26 | Jun-26 | Jul-26 | Aug-26 | Sep-26 | Oct-26 | Nov-26 | Dec-26 | Totals |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | | | | | | | | | | | - |
| | | | | | | | | | | | | | | - |
| | | | | | | | | | | | | | | - |
| | | | | | | | | | | | | | | - |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| **Tampa Historic Streetcar Station Sponsorship Sales** | | **-** | **-** | **-** | **-** | **-** | **-** | **-** | **-** | **-** | **-** | **-** | **-** | **-** |

**Minimum Annual Guarantee Payments made to THS**

# STREETCAR SYSTEM PERFORMANCE REPORT FOR AUGUST 2026

## MISSED TRIPS

The TECO Line Streetcar System delivered 90.22% of the contracted 4,224 trips for August, with 413 reported missed trips. The missed trips were caused by a shortage of vehicles (316 trips), mechanical issues (79 trips) and the accidents listed below (18 trips).

## ON-TIME DEPARTURES

In August, there were 47 reported late departures; On-Time Performance (OTP) was 98.87%.

## ACCIDENTS/INCIDENTS

There were two incidents and two accidents in August:

August 12 – Streetcar 432 was traveling Northbound at Beneficial Drive, when a contractor's van turned in front of the streetcar and was hit. There were no injuries. The van received damage to the rear sliding door on the passenger side. Car 428 bent the front trolley pole in the accident and returned to the barn for repair.

August 15 – While swapping the front of the barn, the motorman did not change the pole to the correct wire, and it broke the platform when the pole followed the wrong wire and came off.

August 15 - Streetcar 431 was traveling Northbound at 8th Avenue and 15th Street when a vehicle turned in front of 431 and was struck. There were no reported injuries. The vehicle received minor damage to the grille and bumper. Car 431 only received some minor paint damage.

August 25 - Streetcar 434 lost a platform in front of the yard and had to be towed into the yard.

## SPECIAL SERVICE

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

## COMPONENT PERFORMANCE

- Ridership for August

| 2024 | 2025 | 2026 |
|---|---|---|
| 99,977 | 105,501 | 100,125 |

- 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.
- OCS Report – All inspections were completed as scheduled.
- ADA Bridge Mechanism – There were 156 ADA boardings with no reported problems.
- Substations – All monthly service was completed on the Substations.

## VEHICLE MAINTENANCE

- All maintenance on the streetcars is current.
- 70 service calls were performed in August.
- 6 streetcars required a tow in August.

## SYSTEM CHANGES

Three Motormen graduated from training on August 24, 2026. There is currently one open Service Attendant position.

## INFRASTRUCTURE

Only scheduled maintenance work was performed in August.

| Service | Performed in August |
|---|---|
| A | 19 |
| B | 0 |
| 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*

# CITY OF TAMPA

**Jane Castor, Mayor**

**Revenue and Finance**

**Accounting**

September 18, 2026

**TO:** Tampa Historic Streetcar, Inc.

**FROM:** Chris Hutchcraft, Accountant II

**SUBJECT:** August 2026 Financial Statements

Attached are the financial statements for the month ending August 31, 2026.

Please note that these statements reflect revenues and expenses that are paid directly from the Streetcar fund through the month of August, but only include the revenues and expenses included in the monthly HART invoices through the month of July.

- The Non-Ad Valorem District Assessment increased from $1,753,022 in FY2025 to $1,878,285 in FY2026, a 7.15% increase year over year.
- Misc Revenue increased from $5,334 in FY2025 to $123,807 in FY2026
- Hart Operations expenses increased from $2,036,557 in FY2025 to $4,286,909 in FY2026, an 86.13% Increase.

## TAMPA HISTORIC STREETCAR OPERATIONS-PROJECTIONS

**Aug-26**

| | | 12 MONTH BUDGET | YTD ACTUAL | PROJECTED 2026 |
|---|---|---|---|---|
| 337402 | HARTLINE-CMAQ | $ 200,000 | $ 166,670 | $ 200,000 |
| 337401 | HARTLINE-FDOT | 100,000 | - | 100,000 |
| 337401 | HARTLINE-FDOT | - | - | - |
| 319101 | CITY TIF CONTRIBUTION | 787,750 | 656,458 | 787,750 |
| 344401 | FAREBOX | - | - | - |
| 361099 | Amortization Premium Discount Investments | - | (491) | (5,892) |
| 344402 | CAR LEASING | - | - | - |
| 344403 | ADVERTISING | 115,000 | 238,194 | 238,194 |
| 361101 | INT EARNINGS POOLED CASH | - | (6,709) | (6,709) |
| 361301 | INT ON TAXES | - | 2,949 | 5,898 |
| 361103 | INT EARNINGS 1ST UNION | - | (2,368) | (4,735) |
| 366000 | CONTRIBUTION AND DONATIONS | 60,000 | 60,000 | 60,000 |
| 366005 | OTHER CONTRIBUTION | 3,451 | - | 0 |
| 366013 | CONTRIBUTION FR COT | 2,786,554 | 442,500 | 2,786,554 |
| 335200 | NON-AD VALOREM ASSESSMENT | - | - | - |
| 369900 | MISC. REVENUES | 7,687 | 123,807 | 122,607 |
| 369936 | Unassigned Use of Fund Balance | - | - | - |
| 325300 | NON-AD VALOREM DISTRICT ASSESSMENT | 1,860,192 | 1,878,343 | 1,878,343 |
| 381101 | Transfer From Utilities Services Tax Fund | - | - | - |
| 389402 | INKIND CONTRIBTUTION | - | - | - |
| | **TOTAL REVENUES** | **$5,920,634** | **$3,559,355** | **$6,162,011** |
| | | | | |
| 531002 | PROFESSIONAL SVCS | 6,500 | 4,770 | 6,500 |
| 532000 | ACCOUNTING | 6,500 | 6,016 | 6,500 |
| 534000 | CONTRACTS | - | - | - |
| 541003 | POSTAGE | 1,000 | - | 500.00 |
| 544000 | POSTAL BOX RENTAL | - | - | - |
| 547000 | Printing and Binding | - | 222 | 222.00 |
| 548000 | ADVERTISING | - | - | - |
| | | 14,000 | 11,008 | 13,722 |
| | | | | |
| 545000 | INSURANCE | 1,006,260 | 842,073 | 918,311 |
| 581000 | EXTRA SERVICE | 300,000 | 250,003 | 300,000 |
| 582000 | HARTLINE-OPERATIONS | 4,600,374 | 4,036,906 | 4,600,374 |
| 599999 | OTHER USES BUDGET RESERVE | - | - | - |
| | | 5,906,634 | 5,128,982 | 5,818,685 |
| | | | | |
| | **TOTAL EXPENSES** | **$ 5,920,634** | **$ 5,139,990** | **$ 5,832,407** |
| | | | | |
| | **EXCESS (DEFICIT)** | **$0** | **($1,580,635)** | **$ 329,604** |