TAMPA HISTORIC STREETCAR BOARD OF DIRECTORS

Tuesday, January 28, 2025, 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

Michael English ~ President
Brandon Campbell
Councilmember Guido Maniscalco
David Mechanik
Melanie Williams ~ Secretary/Treasurer
Councilmember Gwendolyn Henderson
Councilmember Gil Schisler

1. CALL TO ORDER AND PLEDGE OF ALLEGIANCE

2. WELCOME REAPPOINTED BOARD MEMBERS

2.a. HART Board Representatives

Councilmember Gwendolyn Henderson

Councilmember Gil Schisler

Melanie Williams

3. PUBLIC INPUT (3 MINUTES PER SPEAKER)

4. ELECTION OF VICE PRESIDENT

5. APPROVAL OF MINUTES

5.a. **Regular Board of Directors Meeting ~ October 22, 2024**
Minutes

5.b. **Regular Board of Directors Meeting ~ November 26, 2024**
Minutes

6. ACTION ITEMS

6.a. **Resolution #R2025-01-01 ~ To Ratify President English Authorization for Extra Service During Gasparilla Parade on Saturday, January 25, 2025**
Resolution #R2025-01-01 with Attachment

6.b. **Resolution #R2025-01-02 ~ Approval of the First Amendment to Tri-Party Agreement Between Hillsborough Transit Authority (HART), Tampa Historic Streetcar, Inc. (THS), and Friends of Ybor, Inc. (FOY), for Lease and Maintenance of the Birney Streetcar #163**
Resolution #R2025-01-02 with Attachment I
Attachment II - Tri-Party Agreement between HART, THS, and FOY
Attachment III - First Amendment to Tri-Party Agreement between HART, THS, and FOY

7. MARKETING SERVICES REPORT

7.a. November 2024
Report

7.b. December 2024
Report

8. STREETCAR SYSTEM PERFORMANCE REPORT

8.a. November 2024
Report

8.b. December 2024
Report

9. LEGAL AND LEGISLATIVE REPORTS
David Smolker, THS General Counsel

10. CHAIR'S REPORT
Michael English, THS President/Chair

11. HART CHIEF EXECUTIVE OFFICER'S REPORT
Scott Drainville, HART Chief Executive Officer

12. COMPLIANCE REPORTS (REVIEW AND FILE)

12.a. **City of Tampa Financial Statements Beyond the Month Ending September 30, 2024**
FY2024 year-end financial reports beyond the month of September 2024 will be audited by the City of Tampa external auditors. They will be submitted to the THS Board of Directors for final approval in Spring 2025.

13. OLD BUSINESS

14. NEW BUSINESS

15. ADJOURNMENT

Meeting Minutes

**** Pending Approval****

Attendance in Person

Board Members	**(5)**	**HART - Staff Members ……..…….(11)**
Michael English, President		Brian Allan
Abbey Ahern, Vice President		Davidson Anestal
Brandon Campbell		Soubhy Bertan
Councilmember Gil Schisler		David Botello
Melanie Williams		Catherine Chavarria
		Scott Drainville
		Danielle Jackson
		Lena Petit
		Melonie Williams
		Justin Willits
		Frank Wyszynski
Board Member Absent	**(1)**	**Others Present ……..……...……...(2)**
Councilmember Gwendolyn Henderson		Nancy Harper, City of Tampa
		Lisa Schisler

Attendance via Communications Media Technology (CMT)

Board Members	**(1)**	**Others Present ……..…….....(2)**
David Mechanik		David Smolker, THS General Counsel
		Loretta Kirk

The October 22, 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 1:02 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.

APPROVAL OF MINUTES

Regular Board of Directors Meeting ~ August 27, 2024

Director Schisler moved and Director Williams seconded approval of the August 27, 2024 Regular Board of Director meeting minutes. All Board Members present voted aye. The motion carried unanimously.

PRESENTATIONS

HART Overhead Streetcar Operating Expenses

Mr. Scott Drainville, Chief Executive Officer, provided an overview of the Presentation

Ms. Melonie Williams, Director of Budget and Grants presented the HART Overhead Streetcar Operating Expenses. A full copy of the presentation is available upon request from the Board Administrator at JacksonD2@gohart.org.

Director Williams expressed appreciation for the presentation and the comparative review, noting that it provided further validation of the opportunities they had overlooked in the past. She highlighted that analysis clearly outlined the actual costs involved, including the personnel responsible for managing the Streetcar, among other factors. Director Williams commended the staff for their accuracy.

Director Schisler conveyed his appreciation for the presentation; however, he expressed some concerns regarding the business, noting that there was a discrepancy of $90,000. He pointed out that while some variances were substantial, it raised questions about the assumptions made that may have led to the differences. Director Schisler inquired whether there had been an opportunity to discuss these assumptions with the independent review, remarking that without the account supervisors' it would have been significantly less. He was interested in knowing if staff was able to utilize their findings to refine HART's internal calculations to achieve a closer alignment, or if the process was still ongoing.

Ms. Williams stated that they conducted a thorough analysis, examining the actual costs associated with the department's budget and carefully assessing the basis for allocation; despite the presence of variance, they felt assured in collaborating with the independent consultant, as those figures had been validated.

Director Schisler inquired whether any insight was gained from the analysis, and where their assumptions might have been incorrect, noting that some of those assumptions were quite significant.

Ms. Williams questioned if he had a specific one in mind that he was referring to.

Director Schisler remarked on the operation supervision, stating that HART allocated $122,000 while the consultant allocated $374,000.

Mr. Drainville stated that in previous years, staff had consistently mentioned the inclusion of an asterisk in the budget concerning the street supervisors and upon reviewing it became evident that the actual time spent on the streetcar was not thoroughly discussed until conversations were held with the individuals regarding their time commitments during peak streetcar operations; all related activities were allocated to the streetcar. He noted that the Florida Department of Transportation (FDOT) highlighted in recent years that HART should designate a specific individual within Operations Control to focus solely on the streetcar operations as the responsibilities were currently divided between Paratransit and the streetcar. Mr. Drainville indicated that following the

independent assessment, it became clear that the supervision of the Teamsters required significantly more time, which contributed to the elevated costs.

Director Schisler questioned about the $1,384,589 and whether it would be returned to HART or the City.

Mr. Drainville emphasized that, at the moment, no immediate action was required. He mentioned that he had a meeting scheduled for tomorrow morning with the City to discuss the current plan and explore potential solutions for addressing the shortfall moving forward. He expressed hope that a consensus could be reached regarding the issue; although, in the event that a resolution was not achieved, he had already arranged a public outreach initiative to discuss fare reallocations for the upcoming calendar year in January. Mr. Drainville indicated that he would present options at the next THS Board meeting regarding service adjustments aimed at reducing the shortfall, providing the Board with various scenarios to consider should they be unable to resolve the issue.

Director Campbell asked for clarification regarding WSP's involvement in the study. He noted that the memo indicated it was Benesch that had participated.

Mr. Drainville stated that HART had a contractual agreement with WSP, while Benesch operated as a subcontractor for that firm.

Director Campbell inquired about the possibility of providing more extensive documentation to the staff during the meeting scheduled for tomorrow. He noted that they had received a one-page memo from Benesch but was unclear if there were any supplementary study documents that offered a detailed explanation of the methodologies and assumptions as he believed that the staff would request such information at the meeting and wanted to ensure its availability.

Mr. Drainville indicated that they could request the consultant to supply any necessary information; should they seek something specific, it could be provided.

President English requested clarification regarding the figure provided during the review of the budget.

Ms. Williams reported that the number included was $1,475,290.

President English inquired about the number suggested.

Ms. Williams informed it was $ 1,384,589, reduced by $90,701.

Director Ahern inquired whether they would begin implementing fare charges in order to recover that amount.

Mr. Drainville indicated that there would be two separate discussions, as the current one was solely focused on administrative expenses. He emphasized that a separate conversation would still be necessary regarding the coverage of free fares; therefore, the amount of $1,384,589 pertained exclusively to administrative matters and was unrelated to the fare.

President English acknowledged his understanding but emphasized that a broader discussion regarding fares was necessary.

Mr. Drainville acknowledged his agreement and noted that following his discussions with the City, he would present the matter to the board to determine the appropriate actions to pursue moving forward.

Director Ahern sought clarification on why President English was not participating in that conversation and asked President English whether his engagement was important for the conversation.

President English indicated that he would engage in a conversation with them at a later time.

Director Williams inquired whether they had previously incorporated the recommendation or the allocated budgetary cost.

Mr. Drainville indicated that the costs had likely been incurred from the very beginning of the streetcar's operation. He elaborated that the matter was brought up during a HART Board meeting when a Board member questioned the financial implications of operating the streetcar; thus, prompting a short discussion, during which it was believed that the operation was financially neutral; however, upon further investigation, it became clear that that was not the case, as staff dedicated significant time to the streetcar, and those costs were consistently absorbed by HART.

MARKETING SERVICES REPORT

Mr. Frank Wyszynski, HART Manager of Communications and Marketing, presented the Streetcar Performance Report for August and September 2024 which included the launch of the streetcar rider reflecting that approximately 85% of the respondents were permanent residents, the streetcar live service resumed in September, extended streetcar service was relaunched for events at the Amelia Arena, the cruise port guide for Port Tampa Bay, which highlighted the potential for increasing ridership through collaboration with the Port to attract more visitors and the fare-free service on Route 1 enhancing interconnectivity, providing free transportation from the University of South Florida to Ybor City.

STREETCAR PERFORMANCE REPORT

Mr. Allan presented the Streetcar Performance Report for August and September 2024.

LEGAL AND LEGISLATIVE REPORT

There was no report.

CHAIR'S REPORT

President English stated that he had no report to provide, aside from his ongoing contemplation regarding the budget, the existing shortfall, and various potential funding sources, which he intended to bring up to the Board.

Director Ahern inquired about any update regarding the streetcar extension along Florida Avenue.

Director Campbell provided an update regarding the publication of a Request for Quotation (RFQ), mentioning that he would need to verify the due date for responses, which was set for Thursday, in relation to the project development. He emphasized that he could not disclose much information, as it represented the preliminary phase prior to the design process, suggesting that the project was still several years away from completion.

President English indicated that he had been informed that the Transportation Planning Organization had made that issue a priority in the new Transportation Improvement Plan. He pointed out that the realization of this initiative was dependent on obtaining a local match; asserting that if they were able to secure this local match, they would be able to advance rapidly, but it would be essential to locate that funding in addition to other necessary financial resources.

HART CHIEF EXECUTIVE OFFICER'S REPORT

Mr. Drainville, HART Chief Executive Officer, reported on the new hire, Mr. David Botello, Director of Marketing and Communications; the paper farecard elimination and fare structure change informing that HART was considering fare changes, including discontinuing paper passes, changes in streetcar fare, and fare capping adjustments aiming to modernize fare collection, enhance convenience, and improve the rider experience. He informed the public involvement timeframe was from Monday, October 28 - Thursday November 7, 2024.

Public Hearing: Thursday, November 7, 2024, at 5:30-7pm, at Ybor Administrative Offices
Committee Approval: November 18
Board Approval: December 2
Implementation: January 2025

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 1:36 p.m.

Michael English, President

ATTEST: **THS Board of Directors**

Melanie Williams, Secretary-Treasurer
THS Board of Directors

David Smolker
THS Board General Counsel

Meeting Minutes

** Pending Approval**

Attendance in Person

Board Members	**(2)**	**HART - Staff Members ……..…….(12)**
Michael English, President		Brian Allan
Brandon Campbell		David Botello
		Richard Campbell
		Catherine Chavarria
		Scott Drainville
		David Groomes
		Danielle Jackson
		Sean McCarthy
		Donny Murray
		Lena Petit
		Justin Willits
		Frank Wyszynski
Board Member Absent	**(3)**	**Others Present ……..……...……...(2)**
Councilmember Gwendolyn Henderson		Chris Hutchcraft, City of Tampa
Councilmember Guido Maniscalco		David Smolker, THS General Counsel
Councilmember Gil Schisler		

Attendance via Communications Media Technology (CMT)

Board Members	**(2)**	**Others Present ……..…….....(2)**
David Mechanik		Loretta Kirk
Melanie Williams		Davidson Anestal

The November 26, 2024, THS Board of Directors Meeting was held in a hybrid format with members 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 1:03 p.m. A physical quorum was not 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.

APPROVAL OF MINUTES

Regular Board of Directors Meeting ~ October 22, 2024

Approval of the minutes was deferred to a meeting when a physical quorum would be present.

PRESENTATIONS

FY2025 THS Budget Discussion Follow Up

Mr. Scott Drainville, Chief Executive Officer, provided an overview of the presentation

Mr. Justin Willits, Director of Planning and Scheduling and Mr. Donny Murray, Manager of Community and Business Engagement presented the FY 2025 THS Budget Discussion Follow Up. A full copy of the presentation is available upon request from the Board Administrator at JacksonD2@gohart.org.

Director Campbell asked about the total amount of ridership before the fare-free implementation.

Mr. Willits reported that the $2.50 fare and the $5.00 all-day fare structure had less than 400,000 riders.

Director Campbell requested further clarification of the assumptions related to the decline in demand as a result of price changes.

Mr. Willits indicated that staff conducted an analysis of ridership prior to the implementation of the service, comparing it with other systems. He highlighted that the same consultant who performed the independent cost allocation and ridership projections, utilized data from various trolleys, including the beach trolleys and PSTA, to assess fare responses which led staff to determine the average fare, considering its impact on ridership and best practices regarding elasticity. Mr. Willits clarified that the figures were conservative and within a comfortable range, with the expectation that the average fare would be slightly higher. He emphasized that elasticity typically involved transitioning between specific dollar amounts rather than starting from zero to a full fare. He also noted the limited availability of comprehensive research on those impacts, which was why they undertook both internal and external evaluations, ultimately reaching similar findings.

Director Campbell stated that he presumed they reviewed Sun Runner and considered how the introduction of fares in a previously fare-free operation affected it.

Mr. David Smolker, THS Board General Counsel inquired whether the peer-to-peer analysis of costs included all expenses related to the other peer operations, including all cost items outlined in the HART budget, as well as the shortfall and administrative costs.

Mr. Willits highlighted that all items classified as operational expenses, along with the administrative costs as outlined in the budget, were allocated across each service hour projected for the year.

Mr. Smolker requested clarification on whether the peer group information included both the administrative and individual items outlined in the budget.

Mr. Willits elaborated that when comparing fiscal year 2022, where their performance was significantly lower than that of their peers, at 6.5%, to the approved budget for fiscal year 2025, which was at 23.6%, it was within the average range. He pointed out that Kansas City was unique

due to its status as a private operator, resulting in significantly higher administrative costs, including profit while remaining a similarly-sized system that provided fare-free services. Mr. Willits also noted that there were four to five peak vehicles, making it a relevant comparison, despite the higher costs incurred by being an independent private operator.

Mr. Smolker inquired about the relationship between the assumptions related to fare amounts and equity, specifically questioning whether federal discrimination laws imposed any limitations on the fees that could be charged to individuals classified as disadvantaged.

Mr. Willits emphasized that a discounted fare would still be available for specific groups. He pointed out that staff had explored a few higher fare options, but were hesitant to make any bold assumptions regarding increases of $4.00 or $5.00 per boarding until they received guidance from the Board, as they felt such estimates were not appropriate. Mr. Willits acknowledged that they had those figures available but believed that initiating the conversation with the previous fare of $2.50 was a reasonable approach and as discussions progressed, they could examine the implications of higher fares; however, he cautioned that implementing fares of $3.00 and $5.00 would likely lead to a substantial drop in ridership, which would ultimately widen the funding gap that needed to be to be addressed.

Director Williams inquired about the communication strategy related to the initiative; recognizing that while discussions were centered on fare pricing, it was important to consider how they intended to communicate the information to the public and ensure that the customers fully understood the situation.

Mr. Murray stated that while the staff was receiving feedback on the materials, they were explaining that the funding from grants in support of free fares had ended. He highlighted that once a decision was reached, the marketing team would create a campaign to ensure that the background of the matter was properly communicated, while also ensuring that everyone was aware of what to expect moving forward.

Director Williams proposed that rather than focusing solely on the fare aspect, it would be beneficial to consider what was best for maintaining the service. She emphasized the importance of clearly communicating the pricing, while also highlighting that the discussion should extend beyond the price to ensure that all individuals received service.

Mr. Drainville mentioned that this was presented as a possible alternative, intended as a last resort, with the hope that the City would secure funding without requiring any further conversations. He emphasized that, as the operator of the streetcar, HART was required to perform outreach in compliance with federal regulations. He mentioned that those options would be available if THS and the HART Board decided that a fare was needed, given that all work had been completed by his staff under his direction, who conducted due diligence in gathering all necessary information.

President English highlighted that no actions could be taken since it was a workshop. He advised that preparations be made for discussions to take place next month; expressing a desire to receive feedback from the City sooner rather than later, he recognized that staff was still analyzing the situation and making decisions. President English remained optimistic that they would reach a

resolution within the next month or two; additionally, he shared considerations regarding the Special Assessment District, with the current rate of .33 mills from all properties in the district, excluding homesteaded properties, generating approximately $1.3 million to $1.4 million annually. He proposed that including homesteaded properties could potentially increase revenue by an additional $600,000 to $700,000 per year, although he recognized that this would not fully address the shortfall. He also mentioned the option of increasing assessments, which he was not particularly enthusiastic about, yet deemed necessary for consideration. He noted that the City was exploring that possibility during his last discussion with the staff.

MARKETING SERVICES REPORT

Mr. Frank Wyszynski, HART Manager of Communications and Marketing, presented the Marketing Service Report for October 2024.

STREETCAR PERFORMANCE REPORT

Mr. Brian Allan, Director of Streetcar Operations, presented the Streetcar Performance Report for October 2024.

LEGAL AND LEGISLATIVE REPORT

There was no report.

CHAIR'S REPORT

President English stated that he had no report to provide.

HART CHIEF EXECUTIVE OFFICER'S REPORT

Mr. Drainville, HART Chief Executive Officer, reported that on November 19, the Florida Department of Transportation (FDOT) concluded its quarterly site visit and audit of the HART streetcar operations. He mentioned that both the safety department and streetcar operations participated in monthly teleconferences and quarterly site visits with FDOT to ensure HART's compliance with the most recent federal and state regulations. Mr. Drainville elaborated that the FDOT site visit lasted two and a half days, during which operations, training, safety, and maintenance were among the areas reviewed. He highlighted that FDOT successfully assisted in closing two corrective action plans, approved HART's continuity of operations plan, which enabled the initiation of an updated plan, and accepted the security audit, thereby resolving the second outstanding corrective action plan. Mr. Drainville stated that the safety team presented the required vendor contractor training to FDOT, which was also mandated for anyone working within the streetcar. He highlighted that discussions between safety personnel and FDOT addressed the new fatigue risk management program requirement set forth by the Federal Transit Administration (FTA), marking the initial step towards drafting a request for information (RFI) by December 4, 2024.

COMPLIANCE REPORT (REVIEW AND FILE)

Reports were included in the packet.

OLD BUSINESS

There was no Old Business.

NEW BUSINESS

Director Williams expressed her gratitude to everyone for their hard work and dedication and wished everyone a Happy Thanksgiving.

ADJOURNMENT

The meeting adjourned at 1:41 p.m.

Michael English, President
THS Board of Directors

ATTEST:

Melanie Williams, Secretary-Treasurer
THS Board of Directors

David Smolker
THS Board General Counsel

ACTION ITEM

Resolution #R2025-01-01 ~ To Ratify President English Authorization for Extra Service During Gasparilla Parade on Saturday, January 25, 2025

OVERVIEW

Increased streetcar service demand is anticipated for Tampa annual Gasparilla Parade to be held on Saturday, January 25, 2025. Event attendance has historically ranged from 250,000 to 500,000 participants. Event activities begin at 10 a.m. and the parade begins at 2 p.m.

BACKGROUND

The event planner, City of Tampa, and HART promote the use of the streetcar to the event on various materials, web site, social media and media releases. Attendees are encouraged to avoid traffic and park in Ybor City and ride the streetcar.

The Operator's Agreement for the TECO Line Streetcar System requires HART to seek approval for Extra Service hours not formulated in the Annual Operations Budget.

Based upon historically-high ridership during this event, in the past the THS Board of Directors has approved operation of additional service. Anticipated vehicle hours and costs are based on historic ridership.

HART will run express service between stations 4 and 10 using 6 cars for 10-15 minute service. The additional cars will provide an additional 17 hours of service (17x$237.31 =$4,034.27). All 32 Streetcar employees will be working that day.

In 2024, the streetcar ridership was 12,262.

NEXT STEPS

HART staff will implement operational and marketing plans for the service level as determined by the THS Board of Directors.

Prepared by: Danielle Jackson, HART Board Administrator

Reviewed by: Lena Petit, Director of Executive Office & Board Support

Attachment: Resolution #R2025-01-01

ATTACHMENT I

RESOLUTION NO. #R2025-01-01

A RESOLUTION RATIFYING PRESIDENT ENGLISH'S AUTHORIZATION FOR EXTRA SERVICE DURING GASPARILLA PARADE ON SATURDAY, JANUARY 25, 2025

WHEREAS, Hillsborough Transit Authority (HART) operates the TECO Line Streetcar System under the Operator's Agreement for the TECO Line Streetcar System; and

WHEREAS, Annual Operations Budget specifies days, hours, and frequency of service, a number of vehicle hours of service, the Operator's annual cost to operate the streetcar system broken down by line item, and the results rate to be charged to Tampa Historic Streetcar (THS) per vehicle hour of service; and

WHEREAS, the Operator's Agreement for the TECO Line Streetcar System requires HART to seek approval for Extra Service hours not formulated in the Annual Operations Budget; and

WHEREAS, the Gasparilla Parade will be held on Saturday, January 25, 2025 with Extra Service outside Base Service at a total cost to THS of $4,034.27 (17 hours of service x $237.31); and

WHEREAS, staff projects extra opportunities for ridership based on past ridership data for this event;

NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE TAMPA HISTORIC STREETCAR, INC. THAT:

Section 1. The THS Board ratifies President English's authorization for extra service during Gasparilla Parade on Saturday, January 25, 2025.

Section 2. Proper officers of the THS are authorized to do all things necessary and required in order for use in management of the streetcar system.

Section 3. This Resolution shall take effect immediately upon its adoption.

PASSED AND ADOPTED BY THE BOARD OF DIRECTORS OF THE TAMPA HISTORIC STREETCAR, INC. ON JANUARY 28, 2025.

ATTEST:

Michael English, President/Chair
THS Board of Directors

Melanie Williams, Secretary-Treasurer
THS Board of Directors

David Smolker
THS Board General Counsel

ACTION ITEM

Resolution #R2025-01-02 ~ Approval of the First Amendment to Tri-Party Agreement Between Hillsborough Transit Authority (HART), Tampa Historic Streetcar, Inc. (THS), and Friends of Ybor, Inc. (FOY), for Lease and Maintenance of the Birney Streetcar #163

OVERVIEW

On November 15, 2023, the Board approved The Tri-Party Agreement Between Hillsborough Transit Authority (HART), Tampa Historic Streetcar, Inc. (THS), and Friends of Ybor, Inc. (FOY), for Lease and Maintenance of the Birney Streetcar #163. The Agreement provided for lease and maintenance of the historic Birney Streetcar #163 to the FOY for display to promote and educate the public about the history of Tampa's Streetcar system. The agreement provides that FOY will: (1) lease the Birney Streetcar #163 for $1.00 per year; (2) submit plans and specifications for the exhibition space within one of its buildings for THS ad HART approval; (3) relocate Birney Streetcar #163 to the space at its expense; (4) exhibit the Birney Streetcar #163 in an enclosed, well-ventilated area with supporting exhibit materials, to promote and educate the public about the history of the Tampa Streetcar system; and (5) undertake necessary cosmetic maintenance and repairs at its expense.

BACKGROUND

Birney Streetcar #163 was donated to HART in 2018 by the Tampa & Ybor City Street Railway Society who restored the car to operation. Birney #163 was built in 1922 for the original system in Tampa, when the system shut down it was used as a structure. The car is the only operational example from any of the original streetcar systems in Florida.

Due to the car's age and other factors, Birney Streetcar #163 cannot be used in revenue service. It is in the best interest of all parties involved to have the car displayed where it will educate the public about the history of streetcars in Tampa.

Due to delays in the permitting review process, FOY is requesting a 6-month extension of the February 5, 2025 deadline under the Agreement to provide THS and HART with plans and specifications for the Birney display.

NEXT STEPS

Present the action item to the THS Board of Directors for approval.

Attachments:

I. Resolution #R2025-01-02

II. Tri-Party Agreement between HART, THS, and FOY

III. First Amendment to Tri-Party Agreement between HART, THS, and FOY

ATTACHMENT I

RESOLUTION NO. #R2025-01-02

A RESOLUTION APPROVING THE FIRST AMENDMENT TO TRI-PARTY AGREEMENT BETWEEN HILLSBOROUGH TRANSIT AUTHORITY (HART), TAMPA HISTORIC STREETCAR, INC. (THS), AND FRIENDS OF YBOR, INC. (FOY), FOR LEASE AND MAINTENANCE OF THE BIRNEY STREETCAR #163

WHEREAS, THS, HART and the City of Tampa (CITY) are parties of the Streetcar Tri-Party Agreement; and

WHEREAS, THS and HART are parties of the Operator's Agreement for the TECO Streetcar Line; and

WHEREAS, HART had ownership of the vehicles including Birney Streetcar #163; and

WHEREAS, Birney Streetcar #163 cannot be used in revenue service due to the age of the car and other factors; and

WHEREAS, it is in the best interest of all parties involved to have the car donated and displayed where it will educate the public about the history of streetcars in Tampa;

WHEREAS, THS approved and on January 23, 2024, executed the Tri-Party Agreement Between HART, THS, and FOY for lease and maintenance of the Birney Streetcar #163.

WHEREAS, HART and FOY approved and on February 5, 2024, executed the Tri-Party Agreement Between HART, THS, and FOY for lease and maintenance of the Birney Streetcar #163.

WHEREAS, the Agreement contemplated that FOY would submit plans and specifications for the Birney display to THS and HART on or before February 5, 2025;

WHEREAS, delays in the permit review process necessitate and establish good cause for a 6-month extension of the plans and specifications submittal deadline from February 5, 2025 to August 5, 2025;

NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE TAMPA HISTORIC STREETCAR, INC. THAT:

Section 1. Tampa Historic Streetcar, Inc. approves the First Amendment to Tri-Party Agreement between HART, THS, and FOY for lease and maintenance of the Birney Streetcar #163.

Section 2. The effectiveness of the First Amendment to Tri-Party Agreement for lease and maintenance of the Birney Streetcar #163 is dependent on approval from HART Board of Directors.

Section 3. Proper officers of the Tampa Historic Streetcar, Inc. are authorized to do all things necessary and required in order for use in management of the streetcar system.

Section 4. This Resolution shall take effect immediately upon its adoption.

ATTACHMENT I

PASSED AND ADOPTED BY THE BOARD OF DIRECTORS OF THE TAMPA HISTORIC STREETCAR, INC. ON JANUARY 28, 2025.

ATTEST:

Michael English, President/Chair
THS Board of Directors

Melanie Williams, Secretary-Treasurer
THS Board of Directors

David Smolker
THS Board General Counsel

ATTACHMENT II

TRI- PARTY AGREEMENT BETWEEN HILLSBOROUGH TRANSIT AUTHORITY,TAMPA HISTORIC STREETCAR, INC., AND FRIENDS OF YBOR, INC., FOR LEASE AND MAINTENANCE OF THE BIRNEY STREETCAR #163

This Tri- Party Agreement **(Agreement)** is entered into by the Hillsborough Transit Authority a/k/a Hillsborough Area Regional Transit Authority, a regional transportation authority created pursuant to Section 163.567, Florida Statutes (hereafter referred to as **"HART"),** and Tampa Historic Streetcar, Inc., a nonprofit Corporation of the State of Florida (hereinafter referred to as **"THS")** and Friends of Ybor, Inc., a not for profit corporation, (hereafter referred to as **"FOY"),** (collectively HART, THS, and FOY shall be referred to as the **"Parties"** as context dictates).

Recitals

WHEREAS, the Parties have collaborated on the Birney Streetcar #163 **("Birney Streetcar")** lease, use and maintenance going forward; and

WHEREAS, the Parties desire to maintain the condition of the Birney Streetcar; and

WHEREAS, FOY desires to lease the Birney Streetcar from HART and FOY on the terms set forth herein; and

WHEREAS, FOY desires to use its own funds to maintain the Birney Streetcar in accordance with this Agreement; and

WHEREAS, this Agreement sets forth the respective roles and responsibilities of the Parties as agreed.

NOW, THEREFORE, in consideration of the following terms and conditions, the Partiesagree to the following:

A. Recitals

The above recitals are hereby confirmed as true and accurate and incorporated herein by this reference. Each bold capital letter shall be referred to herein as a Section.

Roles and Responsibilities of the Parties:

1. **HART Responsibilities**
   a. Seek Board approval and execute the necessary documents to approve the Agreement.
   b. Do all things necessary to effectuate the lease of the Birney Streetcar by

HART and THS to FOY.

c. Provide copies of records relating to the Birney Streetcar, including its prior maintenance, to FOY, if possible.

d. HART shall have the option of inspecting the Birney Streetcar once annually, upon request by HART.

2. THS Responsibilities

a. THS shall seek Board approval and execute the necessary documents to approve the Agreement.

3. FOY Responsibilities

a. FOY shall seek Board approval and execute the necessary documents to approve the Agreement.

b. Accept all documents and records regarding maintenance of the Birney Streetcar.

c. Undertake and pay for the cost of relocating the Birney Streetcar to its new display location.

d. Undertake cosmetic maintenance and repairs of the Birney Streetcar if needed, using its own funds, that are necessary to utilize the Birney Streetcar in support of FOY's obligations pursuant to Section 3(e) below.

e. Within one (1) year of the Effective Date, FOY shall submit plans and specifications (the "**Plans and Specifications**") depicting the Birney Streetcar exhibition space to THS and HART (the "**Plans Delivery Date**"). Within thirty (30) days of the Plans Delivery Date, THS and HART shall provide written notice of approval or disapproval to FOY. If the Plans and Specifications are disapproved, THS and HART shall provide detailed comments outlining the basis of disapproval, and FOY will resubmit modified Plans and Specifications until such time as THS and HART approve the plans. The date on which the Plans and Specifications are approved is the "**Plan Approvals Date.**" In the event that HART and THS do not approve Plans and Specifications within three (3) months of the Plans Delivery Date, then FOY shall have the option to terminate this Agreement by providing written notice thereof within

fifteen (15) days after the date that is three (3) months after the Plans Delivery Date.

f. Within four (4) years of the Plan Approvals Date, FOY shall notify HART and THS that FOY is prepared to accept possession of the Birney Streetcar on the date set forth in such acceptance notice (the "**Transfer Date**"). FOY, THS and HART will cooperate to ensure that the Birney Streetcar is moved to the location depicted on the Plans and Specifications on the Transfer Date. Prior to accepting possession of the Birney Streetcar, THS and HART shall execute a lease agreement transferring possession of the Birney Streetcar to FOY, which lease shall provide: (i) that FOY will pay rent to HART or THS in the amount of $1.00 per year; (ii) a lease term of no less than twenty (20) years, with three (3) options to extend the lease for additional periods of ten (10) years each; and (iii) that FOY shall, at its sole cost and expense, keep and maintain the Birney Streetcar in the condition required by this Agreement. Counsel to FOY shall prepare a draft of the Birney Streetcar lease agreement for review and approval by HART and THS.

g. In the event that, within four (4) years of the Plan Approvals Date, FOY fails to notify THS and HART that FOY is prepared to accept possession of the Birney Streetcar, then this Agreement shall terminate automatically on the date following the four (4) year anniversary of the Plan Approvals Date, and be of no further force or effect.

h. Exhibit the Birney Streetcar in an enclosed, well-ventilated area with supporting exhibit materials, to promote and educate the public about the history of the Tampa Streetcar system, which will be depicted on the Plans and Specifications.

i. If FOY can no longer maintain and exhibit the Birney Streetcar, FOY shall deliver notice thereof to HART and THS. Within sixty (60) days of notice, HART or THS shall recover possession of the Birney Streetcar, at the cost and expense of HART or THS. FOY shall use its best efforts to transfer title and possession of the Birney Streetcar to another rail museum, for

purposes of displaying it in a manner consistent with the intent of this Agreement, in as close as proximity to Tampa as reasonably possible.

4. Risk of Loss to Assets

FOY shall purchase acceptable property insurance to cover the market value of Birney Streetcar in the event of loss, and HART and THS shall be added to the policy as an additional insured. A copy shall be provided to HART Risk Department for approval prior to FOY taking possession.

5. Heavy Maintenance Responsibilities and Costs

FOY shall not be responsible for undertaking any rebuilding or heavy maintenance for the Birney Streetcar. FOY, HART, and THS agree and acknowledge that FOY is accepting the Birney Streetcar for the sole purpose of exhibiting the Birney Streetcar, and that FOY will not operate the Birney Streetcar.

6. Hold Harmless and Indemnification

To the extent allowed by law, each party shall indemnify, defend, protect, hold harmless, and release the other, its officers, agents, and employees, from and against any and all claims, loss, proceedings, damages, causes of action, liability, costs, or expense (including attorneys' fees and witness costs) arising from or in connection with, or caused by any act, omission, or negligence of such indemnifying party or its agents, employees, contractors, subcontractors, or invitees. This indemnification obligation shall not be limited in any way by any limitation on the amount or type of damages or compensation payable to or for the indemnifying party under workers' compensation acts, disability benefit acts, or other employee benefit acts. In all cases, the provisions of Florida Statutes, §768.28, including but not limited to the Sovereign Immunity of each Party, if any, shall apply and nothing in this Agreement is intended to nor shall be construed as a waiver of any immunity from or limitation of liability that FOY may be entitled to therein. This indemnity provision survives the Agreement.

7. Notices

All notices required or made pursuant to this Agreement shall be made in writing and sent by certified U.S. mail, return receipt requested, addressed to the following:

HART:

Chief Executive Officer

1201 E. 7th Avenue, Tampa, Florida. 33605

And

Brian Allan, Director of Streetcar

1201 E. 7th Avenue, Tampa 33605

FOY:

Friends of Ybor, Inc.

1228 E. 7th Ave., Suite 1, Tampa, FL 33605

Attn: Darryl Shaw

THS:

THS Board President

1201 E. 7th Avenue, Tampa, Florida 33605.

8. Entire Agreement and Modification

This contract includes the entire agreement of the Parties and supersedes any prior discussions or agreements regarding the same subject. Amendments or modifications to this Agreement must be made in writing signed by each Party.

9. Severability/Survivability

If a court of law holds any of the provisions contained in this Agreement to be illegal, invalid, or unenforceable, the enforceability of the remaining provisions shall not be impaired, and the Parties shall negotiate an equitable adjustment of this Agreement so that the purposed of this contract are affected. All provisions concerning indemnity survive the termination or expiration of this contract.

10. Waiver and Non-waiver

A waiver by one Party of a right or a remedy for a breach of this Agreement by the other Party shall not be deemed to waive the right or remedy for a subsequent breach by the other Party,

11. Interpretation of the AGREEMENT

This Agreement shall not be construed for or against any Party due to authorship of any provision.

12. Modification

The Contract Documents, including the scope, specification, and details of the Services

may only be modified by written agreement of the Parties.

13. Headings and Section References

The headings and section references in this Agreement are inserted only for the purpose of convenience and shall not be construed to expand or limit the provisions contained in such sections.

14. Authorization

The Parties to this Agreement represent and warrant that they are authorized to enter into this Agreement without the consent and joinder of any other party and that the parties executing this Agreement have full power and authority to bind their respective parties to the terms hereof.

15. Assignment

The terms and provisions of this Agreement shall be binding upon the Parties and their respective partners, successors, heirs, executors, administrators, assigns and legal representatives. Notwithstanding the foregoing, a party's rights and obligations under this Agreement may only be transferred, assigned, sublet, mortgaged, pledged, or otherwise disposed of or encumbered in any way with the other party's prior written consent.

16. Electronic Signatures

This Agreement may be executed by electronic signature technology and such electronic signature shall act as the Parties' legal signatures on this Agreement and shall be treated in all respects as an original handwritten signature.

17. Counterparts

This Agreement may be executed in one or more counterparts, any one of which need not contain the signatures of more than one party, but all such counterparts taken together will constitute one and the same instrument. The "Effective Date" of this Agreement is the last date set forth on the signature page attached hereto.

18. Compliance with Laws and Regulations

The Parties will adhere to all applicable federal, state, and local laws, regulations and ordinances.

19. **Status of Prior Agreement**

This Agreement supersedes that certain Tri-Party Agreement Between Hillsborough Transit Authority, Tampa Historic Streetcar, Inc. And The Tampa & Ybor Street Railway Society

For Donation, Maintenance, and Use of The Birney Streetcar And For Maintenance Funding entered into on or about November 15, 2017.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the signatures of the Parties' authorized representatives are provided below:

Hillsborough Transit Authority "HART"

By: _____
Scott Drainville
Chief Executive Officer

Date: 2/5/2024

APPROVED AS TO FORM:

_____
Julia Mandell
HART Attorney

"FOY"

By: DocuSigned by: _____
42768A3727AA451...
Darryl Shaw, Director

Date: 2/5/2024

APPROVED AS TO FORM:

DocuSigned by:
Tyler Hudson
0087638AE987438...

"THS"

By: _____
Michael English, President

Date: 1/23/2024

APPROVED AS TO FORM:

_____
David Smolker, THS General Counsel

ATTACHMENT III

FIRST AMENDMENT TO TRI-PARTY AGREEMENT BETWEEN HILLSBOROUGH TRANSIT AUTHORITY, TAMPA HISTORIC STREETCAR, INC., AND FRIENDS OF YBOR, INC., FOR LEASE AND MAINTENANCE OF THE BIRNEY STREETCAR #163

This First Amendment to Tri-Party Agreement ("First Amendment") is entered into as of this ___ day of _____, 2025, by the Hillsborough Transit Authority a/k/a Hillsborough Area Regional Transit Authority, a regional transportation authority created pursuant to Section 163.567, Florida Statutes (hereafter referred to as "HART"), and Tampa Historic Streetcar, Inc., a nonprofit Corporation of the State of Florida (hereinafter referred to as "THS") and Friends of Ybor, Inc., a not for profit corporation, (hereafter referred to as "FOY"). Collectively, HART, THS, and FOY shall be referred to herein as the "Parties", as context dictates.

RECITALS

A. The Parties entered into that certain Tri-Party Agreement Between Hillsborough Transit Authority, Tampa, Tampa Historic Streetcar, Inc., and Friends of Ybor, Inc., for Lease and Maintenance of the Birney Streetcar #163 dated February 5, 2024 the ("Birney Tri-Party Agreement"); and

B. The Parties desire to amend the Birney Tri-Party Agreement.

NOW, THEREFORE, the Parties agree to the following:

1. **Recitals**. The above recitals are hereby confirmed as true and accurate and incorporated herein by this reference. Capitalized terms used but not defined herein shall have the meanings given to such terms in the Birney Tri-Party Agreement.

2. **Plans Delivery Date**. The Plans Delivery Date shall be August 5, 2025.

3. **Full Force and Effect**. All of the terms and conditions of the Birney Tri-Party Agreement shall remain in full force and effect except to the extent provided herein.

4. **Counterparts**. This First Amendment may be executed in counterpart signatures, each of which shall be deemed an original and together shall constitute one instrument. Facsimile and electronic "PDF" signatures of this First Amendment shall be treated as original signatures and given full force and effect.

[SIGNATURE PAGE FOLLOWS]

ATTACHMENT III

IN WITNESS WHEREOF, the signatures of the Parties' authorized representatives are provided below:

Hillsborough Transit Authority "HART"

By: _____
Scott Drainville
Chief Executive Officer

Date: _____

APPROVED AS TO FORM:

_____
HART Attorney

"FOY"

By: _____
Darryl Shaw, Director

Date: _____

APPROVED AS TO FORM:

_____

"THS"

By: _____
Michael English, President

Date: _____

APPROVED AS TO FORM:

_____
David Smolker, THS General Counsel

THS MARKETING SERVICES REPORT FOR NOVEMBER 2024

THS Marketing Collateral and Graphic Support

Collateral and graphic support included: Human Trafficking Station Signage | Fee or Free Streetcar Survey Collateral | Streetcar Live November 22nd George Pennington (Blues) Promotional Material (X, Facebook, Instagram)

Fee or Free? Feedback Campaign

With the Florida Department of Transportation (FDOT) funding grant for fare-free service coming to an end, HART - as operator of the TECO Line Streetcar - may need to reinstate fares by January 5, 2025.

HART launched an online survey and conducted community outreach at streetcar stations to gauge feedback on reinstating a fare. A Public Hearing was held on November 7, 2024, from 5:30 p.m. - 7:00 p.m. at the HART Administrative Offices.

Winter Village Express Returns

The Winter Village Express has returned for the holidays and operates every Sunday through December 22, 2024. The holiday-themed streetcar ride is a one-hour, round-trip excursion featuring Bob and Gretchen, two wacky snowbirds who lost their way, a holiday sing-a-long, holiday trivia, milk & cookies, and added surprises along the way.

Tickets are $10 – the Winter Village Express once again sold out for the season.

Streetcar Live

Streetcar Live, the monthly concert series aboard the TECO Line Streetcar, welcomed George Pennington in November!

This popular series, a collaboration between the TECO Line Streetcar and the Gasparilla Music Festival, continues to showcase some of Tampa Bay's finest musicians for riders to enjoy.

Streetcar Service to Downtown/Ybor Events

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

- National League of Cities (Convention Center)
- RedBull Flugtag (Convention Center)
- For King & Country (Amalie Arena)
- Season Spectacular (Water Street)
- Ana Gabriel (Amalie Arena)
- Kacey Musgraves (Amalie Arena)
- Tampa Bay Lightning games
- Mayor's Food Truck Fiesta
- Rock the Park

Media Coverage

WFLA - TECO Line Streetcar to lose funding, may begin charging riders

FOX 13 - Winter Village returns to downtown Tampa ahead of holidays | FOX 13 Tampa Bay

ABC Action News - TVEyes Media Monitoring Suite - (Streetcar may start charging)

WFLA - Flugtag returns to Tampa bringing around 80,000 spectators to downtown, major traffic expected (Streetcar referenced)

Tampa Beacon - Things to do around Tampa & Wesley Chapel: November 21-27 | News | tampabeacon.com

That's So Tampa - Heading to the huge Red Bull Flugtag in Tampa? What you need to know - That's So Tampa (Streetcar referenced)

83 Degrees Media - Fare-free rides may end for TECO Line Streetcar

WTSP - Tampa transit officials considering making people pay for TECO Streetcar

WTSP - LIST: Thanksgiving week events in the Tampa Bay area in 2024 | wtsp.com (Winter Village Express referenced)

Prepared by: Frank Wyszynski, Manager of Marketing and Communications

Reviewed by: David Botello, Director of Marketing and Communications

Attachment: Vector Media Monthly Sales Report – November 2024

Tampa Historic Streetcar
Monthly Sales Report
Nov-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	1,000.00				9,000.00
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	2,500.00	2,500.00	2,500.00		27,500.00
Dunn & Co-240221014-0	Transit Streetcar-Full Wrap-Space									15,000.00	7,500.00	7,500.00		30,000.00
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	17,615.38	17,615.38	17,615.38		184,961.52
Heineken USA-240213012-0	Transit Streetcar Station-Domination-Space													-
Heineken USA-240213012-1	Transit Streetcar Station-Domination-Space								4,444.44	1,111.12				5,555.56
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	3,675.00	3,675.00	3,675.00		40,425.00
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	8,150.00	6,520.00	6,520.00		27,710.00
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	3,661.57	3,661.57	3,661.57		40,277.27
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	30,000.00				45,000.00
Orlando Health-240917014-0	Transit Streetcar Station-Domination-Space											20,000.00		20,000.00
Stageworks Theater-240409011-0	Transit Streetcar-Interior Cards-Space				171.50									171.50
Stageworks Theatre-240718021-0	Transit Streetcar-Interior Cards-Space								168.00	126.00		168.00		462.00
Tampa Bay Lightning-240221013-0	Transit Streetcar-Full Wrap-Space				7,500.00									7,500.00
Tampa Bay Lightning-240229030-0	Transit Streetcar Station-Domination-Space				4,000.00									4,000.00
Tampa Bay Lightning-241004043-0	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-	0	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00						56,000.00
Tampa General Hospital-240403006-2	Transit Streetcar-Full Wrap-Space									7,500.00	7,500.00	7,500.00		22,500.00
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-231030016-0	Transit Streetcar-Full Wrap-Space	10,000.00												10,000.00
Villain Arts-240627018-0	Transit Streetcar-Half Side-Space										1,500.00	(1,500.00)		-
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**	**92,006.07**	**52,138.95**	**73,306.95**	**-**	**673,752.85**

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 FOR DECEMBER 2024

THS Marketing Collateral and Graphic Support

Collateral and graphic support included: Streetcar New Year's Eve Extended Service Material (X, Facebook, Instagram) | Streetcar Live December 27th *Doug South Band (Surf Rock/Indie/Blues)* Promotional Material (X, Facebook, Instagram)

New Year's Eve Streetcar Service

On New Year's Eve, the TECO Line Streetcar extended its service hours until 1 a.m., making it the ultimate way to ring in the new year hassle-free!

Staff and City officials encouraged everyone to skip the traffic and enjoy a smooth, convenient ride to their celebrations. Here's to starting the year with stress-free travel!

Streetcar Live

Streetcar Live, the monthly concert series aboard the TECO Line Streetcar, welcomed The Righteous Duo in December!

This popular series, a collaboration between the TECO Line Streetcar and the Gasparilla Music Festival, continues showcasing some of Tampa Bay's finest musicians for riders.

Streetcar Service to Downtown/Ybor Events

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

- Gasparilla Bowl Block Party
- Gasparilla Bowl Parade
- Winter Village
- Penatonix (Amalie Arena)
- WWE Smackdown (Amalie Arena)
- Trans-Siberian Orchestra (Amalie Arena)
- UFC Fight Night (Amalie Arena)
- Sebastian Maniscalco (Amalie Arena
- Tampa Bay Lightning games (Amalie Arena)
- Mayor's Food Truck Fiesta
- Rock the Park

Media Coverage

WTSP - Extended Streetcar service for NYE

FOX 13 - Extended NYE Streetcar Service

ABC Action News - Extended NYE streetcar service

WFLA - Streetcar Service Extended for NYE

FOX 13 - Shooting taking place near Streetcar

Transit Talent - Will Tampa's Streetcar Remain Free to Ride?'

Prepared by: Frank Wyszynski, Manager of Marketing and Communications
Reviewed by: David Botello, Director of Marketing and Communications

Attachment: Vector Media Monthly Sales Report – December 2024

Tampa Historic Streetcar
Monthly Sales Report
Dec-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	1,000.00				9,000.00
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	2,500.00	2,500.00	2,500.00	2,500.00	30,000.00
Dunn & Co-240221014-0	Transit Streetcar-Full Wrap-Space									15,000.00	7,500.00	7,500.00		30,000.00
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	17,615.38	17,615.38	17,615.38	35,230.76	220,192.28
Heineken USA-240213012-0	Transit Streetcar Station-Domination-Space													-
Heineken USA-240213012-1	Transit Streetcar Station-Domination-Space								4,444.44	1,111.12				5,555.56
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	3,675.00	3,675.00	3,675.00	3,675.00	44,100.00
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	8,150.00	6,520.00	6,520.00	8,150.00	35,860.00
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	3,661.57	3,661.57	3,661.57	3,661.57	43,938.84
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	30,000.00				45,000.00
Orlando Health-240917014-0	Transit Streetcar Station-Domination-Space											20,000.00	20,000.00	40,000.00
Stageworks Theater-240409011-0	Transit Streetcar-Interior Cards-Space				171.50									171.50
Stageworks Theatre-240718021-0	Transit Streetcar-Interior Cards-Space								168.00	126.00		168.00	126.00	588.00
Tampa Bay Lightning-240221013-0	Transit Streetcar-Full Wrap-Space				7,500.00									7,500.00
Tampa Bay Lightning-240229030-0	Transit Streetcar Station-Domination-Space				4,000.00									4,000.00
Tampa Bay Lightning-241004043-0	Transit Streetcar Station-Domination-Space											4,000.00	2,000.00	6,000.00
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**	**8 ,000.00**	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00	8,000.00						56,000.00
Tampa General Hospital-240403006-2	Transit Streetcar-Full Wrap-Space									7,500.00	7,500.00	7,500.00	7,500.00	30,000.00
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	1,667.00	1,667.00	1,667.00	1,667.00	15,003.00
Tito's Handmade Vodka-231030016-0	Transit Streetcar-Full Wrap-Space	10,000.00												10,000.00
Villain Arts-240627018-0	Transit Streetcar-Half Side-Space										1,500.00	**(1,500.00)**		-
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**	**92,006.07**	**52,138.95**	**73,306.95**	**84,510.33**	**758,263.18**

STREETCAR SYSTEM PERFORMANCE REPORT FOR NOVEMBER 2024

MISSED TRIPS

The TECO Line Streetcar System delivered 99.74 % of the contracted 4,328 trips for November with 11 reported missed trips. The missed trips were caused by mechanical issues (1 0 trips), shortage of operators (.5 trips) and the CSX crossing blocked by a train (.5 trips).

ON-TIME DEPARTURES

In November, there were 39 reported late departures; On Time Performance (OTP) was 99.09%.

ACCIDENTS/INCIDENTS

There was one incident in November.

On November 16, 2024, Streetcar 432 was northbound at Station #7 when the Motorperson heard a bang and saw a flash outside of the streetcar. The Motorperson lowered the trolley pole to isolate the car. He then noticed smoke coming from behind the controller, and discharged the fire extinguisher to put out the small fire. The event was caused by a short to ground in the line breaker. The cause of the fire behind the controller was the negative wire to the line breaker was pinched under the case of the controller. It is believed that the wire has been this way since the car was rebuilt. The other three cars that were rebuilt are being checked to ensure that this condition does not exist in these cars.

SPECIAL SERVICE

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

COMPONENT PERFORMANCE

- Ridership for November

2022	2023	2024
95,277	102,202	117,056

- 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 123 ADA boardings with no reported problems.
- Substations – All monthly service was completed on the Substations.

VEHICLE MAINTENANCE

- All maintenance on the streetcars was current.
- 2 service calls were performed in November.

- 1 streetcar required a tow and in November.

SYSTEM CHANGES

The two student motormen started training on November 12. There are currently two open motormen positions and one open service attendant position.

INFRASTRUCTURE

The switch point bolts and bushings were replaced on the North Garrison switch.

Service	Performed in November
A	27
B	3
C	2
E	9
AC PM	1

Prepared by: *Brian Allan, HART Director of Streetcar Operations*

Reviewed by: *Sean McCarthy, HART Chief Operations Officer*

STREETCAR SYSTEM PERFORMANCE REPORT FOR DECEMBER 2024

MISSED TRIPS

The TECO Line Streetcar System delivered 97.3 % of the contracted 4,328 trips for December with 120.25 reported missed trips. The missed trips were caused by a shortage of operators (46.25 trips), mechanical issues (40.5 trips), the events of December 28 (20 trips), loss of power (5 trips), vehicle on tracks (2.5 trips), weather (2.5 trips) and a lost reverser key (1.25 trips).

ON-TIME DEPARTURES

In December, there were 47 reported late departures; On Time Performance (OTP) was 98.9%.

ACCIDENTS/INCIDENTS

There were two accidents in December.

On December 28, Streetcar 428 was southbound at Franklin and Channelside Drive when they made contact with a car at the crossing. This accident is being investigated.

On December 30, Streetcar 430 was disabled at station #4, in the process of towing the car back to the shop the tow sling became disengaged and the car rolled into the shop. The car struck the wall at the end of track #4 causing extensive damage to the wall and to car #430.

SPECIAL SERVICE

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

COMPONENT PERFORMANCE

- Ridership for December

2022	2023	2024
118,575	143,716	121,905

- 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 174 ADA boardings with no reported problems.
- Substations – All monthly service was completed on the Substations.

VEHICLE MAINTENANCE

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

SYSTEM CHANGES

The two student motormen graduated on December 13, 2024. One new service attendant started work on December 30, 2024. There are currently three open motormen positions.

INFRASTRUCTURE

Only scheduled maintenance was performed in December.

Service	Performed in December
A	32
B	2
C	3
E	0
AC PM	0

Prepared by: *Brian Allan, HART Director of Streetcar Operations*

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