



BOARD OF DIRECTORS MEETING

Information not viewable is available upon request - phone: 813-384-6552, fax: 813-384-6284
or e-mail: petitL@gohart.org

MISSION STATEMENT

Tampa Historic Streetcar, Inc. (THS) will offer a dynamic new component to Tampa's transportation system by providing attractive, reliable, comfortable, convenient, and safe streetcar service to local residents and visitors alike.

BRIEF AGENDA MONTHLY COMPLIANCE REPORTS

1. **STREETCAR SYSTEM PERFORMANCE REPORT FOR JUNE 2016** 1-1
Richard Bauman, HART Sr. Manager of Streetcar Operations
2. **DIRECT MEDIA USA SALES ACTIVITY UPDATE**..... 2-1
Laurie Gage, Direct Media USA
3. **COMPLIANCE REPORTS (REVIEW AND FILE)**
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Steve Rosenstock, HART Sr. Manager of Marketing Services
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Jeffrey C. Seward, HART Chief Financial Officer
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Lee Huffstutler, City of Tampa Chief Accountant



STREETCAR SYSTEM PERFORMANCE REPORT FOR JUNE 2016

MISSED TRIPS

The TECO Line Streetcar System delivered 99.7% of the contracted 2077 trips for June with five reported missed trips. These trips were lost primarily due to an automobile collision and a CSX crossing delay.

ON-TIME DEPARTURES

In June, there were no late departures with an on-time performance of 100%.

ACCIDENTS/INCIDENTS

There was one reported accident during June. The accident occurred at 2nd Avenue and Channelside Drive southbound. The private automobile disregarded the flashing yellow lights and turned directly into the path of the southbound streetcar. The streetcar incurred no damage and the private vehicle incurred light damage. No known injuries resulted from this accident.

SPECIAL SERVICE

In June 2016, there were two special events for 7.25 hours of extra service for the Streetcar System. These consisted of the Ellie Goulding concert on June 2 and the WWE Raw event on June 27. 97 conventioners rode in June.

COMPONENT PERFORMANCE

- Trackway and Interlocking Report – All trackway inspections/maintenance were completed as scheduled. The trackway and CSX Interlocking are inspected every morning by HART personnel.
- Overhead Catenary System Report – All inspections were completed as scheduled.
- ADA Bridge Mechanism – There were 33 wheelchair boardings with no reported problems.
- Substations – All monthly service was completed as scheduled.

VEHICLE MAINTENANCE

All maintenance on the streetcars is current.

Service	Performed in June
A	14

Prepared by: Richard Bauman, Sr. Manager of Streetcar Operations

Reviewed by: Ruthie Reyes Burckard, Chief Operating Officer

Approved by: Katharine Eagan, AICP, Chief Executive Officer



DIRECT MEDIA USA SALES ACTIVITY UPDATE

The purpose of this report is to inform the THS Board of Directors of the cumulative total of advertising space sold, sponsorships obtained, and the amounts paid to Direct Media USA and THS as stated in Section 8 (c) of the existing agreement.

DISCUSSION

New Business (June 2016)

Advertiser	Ad Space	Dates	Total Revenue	THS, Inc. Revenue (60%)	Direct Media Revenue (40%)

Year-to-Date*

Month-to-Date June	THS Revenue (60%)	Direct Media Revenue (40%)	Amount Paid to THS, Inc.	Amount Earned to Direct Media
August 2015 – July 2016 4th year of contract	\$45,174. revenue from August-July media sales	\$30,116. revenue from August-July media sales	\$40,476. for the period of 8/1/15-7/31/16 payments through May	\$26,984. for the period of 8/1/15-7/31/16 payments through May

**Based on the THS, Inc. /Direct Media USA Contract Year, August – July. The amounts between Revenue and amount paid will not match due to payment schedule.*

RECOMMENDATION

Receive and file as an information item.

Prepared by: Mark Geden, Partner, Direct Media USA

Attachment: THS Sales report for fourth year starting August 1, 2015

[illegible]



COMPLIANCE REPORT

THS Marketing Services Report for June 2016

Marketing/Advertising

- Extended Service for Amalie Arena Events

Beginning in January, HART staff placed “geofencing” digital advertising with ABC Action News and the Scripps Network to raise awareness of extended service for the Amalie Arena events listed below. Geofencing is a technology that defines a virtual boundary around a real-world geographical area and tracks phones by GPS.

In placing geofencing around the Amalie Arena, we targeted consumers within a three mile radius on the day of and day before the event from 12 noon to 12 midnight.

<u>Campaign: Streetcar Extended Service Amalie Arena</u>			<u>Extended Service Ridership</u>
<u>Date</u>	<u>Day</u>	<u>Event</u>	
Jan 16	Saturday	Winter Jam	Didn't Start Program
Jan 22	Friday	Billy Joel	Didn't Start Program
Jan 26	Tuesday	WWE Smackdown 7PM	0
Jan 30	Saturday	US 103.5 Throwdown By the Bay	5
Feb 4	Thursday	Barry Manilow 7:30P	0
Feb 11	Thursday	Andrea Bocelli 7:30P	24
Feb 24	Wednesday	Jeff Dunham 7:30P	Did not extend service
Mar 13	Sunday	Rihanna 7:30P	38
Mar 18, 19	Fri, Sat	TORUK by Cirque du Soleil	Regular Service
Apr 7 - 9	Thur. - Sat	NCAA Men's Frozen Four (College Hockey)	0
Apr 29	Fri.	98RockFest	Regular Service
Jun 2	Thursday	Ellie Goulding 7P	Unavailable
Jun 27	Monday	WWE Raw	Unavailable

Red= Extended Streetcar Service until 11PM, or whenever event is over.

Radio was also purchased from iHeartRadio, along with station promotional ticket giveaways to Amalie Arena Events, to try and enhance extended service ridership. The radio station was matched with the Artist that was to perform at the Amalie Arena.

Social Media

Type	June 2016
Twitter	2290 Followers
Facebook	4219 Likes
Blogs	1 Posts
YouTube	0 Videos
Messaging	Amalie Arena extended service/ Streetcar service to Downtown, Channelside, and Ybor events and attractions/ Discount passes (Family/Special Assessment) / Convention badge promotion.

Prepared by: Steve Rosenstock, Sr. Manager of Marketing Services

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

Approved by: Katharine Eagan, AICP, Chief Executive Officer



COMPLIANCE REPORT

Ridership and Fares for June 2016

	MONTH-TO-DATE COMPARISON				YEAR-TO-DATE COMPARISON			
	June 2016	June 2015	MTD Variance	MTD % Variance	YTD Actual FY2016	YTD Actual FY2015	YTD Variance	YTD % Variance
Total Ridership	18,424	22,135	-3,711	-16.8%	223,652	233,579	-9,927	-4.2%
Fare Card Ridership Percentage	79.0%	80.1%	-1.1%	-1.4%	78.9%	77.1%	1.8%	2.3%
Farebox Revenue	\$7,919	\$7,986	\$(67)	-0.8%	\$93,113	\$102,129	\$(9,016)	-8.8%
Fare Card Sales	\$30,361	\$32,901	\$(2,540)	-7.7%	\$353,539	\$349,581	\$3,958	1.1%
Reimbursable Rides	\$152	\$192	\$(40)	-20.8%	\$1,332	\$1,599	\$(267)	-16.7%
Total Revenue	\$38,432	\$41,079	\$(2,647)	-6.4%	\$447,984	\$453,309	\$(5,325)	-1.2%
Average Fare	\$2.09	\$1.86	\$(0.23)	-12.4%	\$2.00	\$1.94	\$0.06	3.0%

Month-to-Date Comparison: for the June month-end, revenue was down by \$2,647 or 6.4% and ridership was down by 3,711 trips or 16.8% when compared to the same period in FY2015.

Year-to-Date Comparison: for the nine months ended June 2016, revenue was down \$5,325 or 1.2% and ridership was down by 9,927 trips or 4.2% when compared to the same period in FY2015.

Prepared by: Joan Brown, HART Director of Financial Operations

Reviewed by: Jeffrey C. Seward, HART Chief Financial Officer

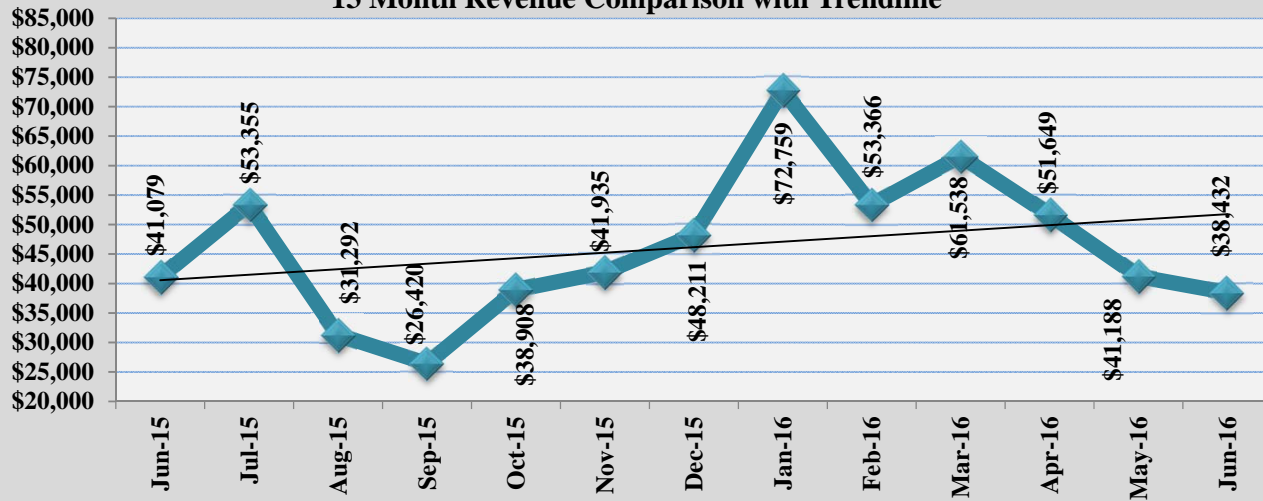
Approved by: Katharine Eagan, AICP, HART Chief Executive Officer

Attachments:

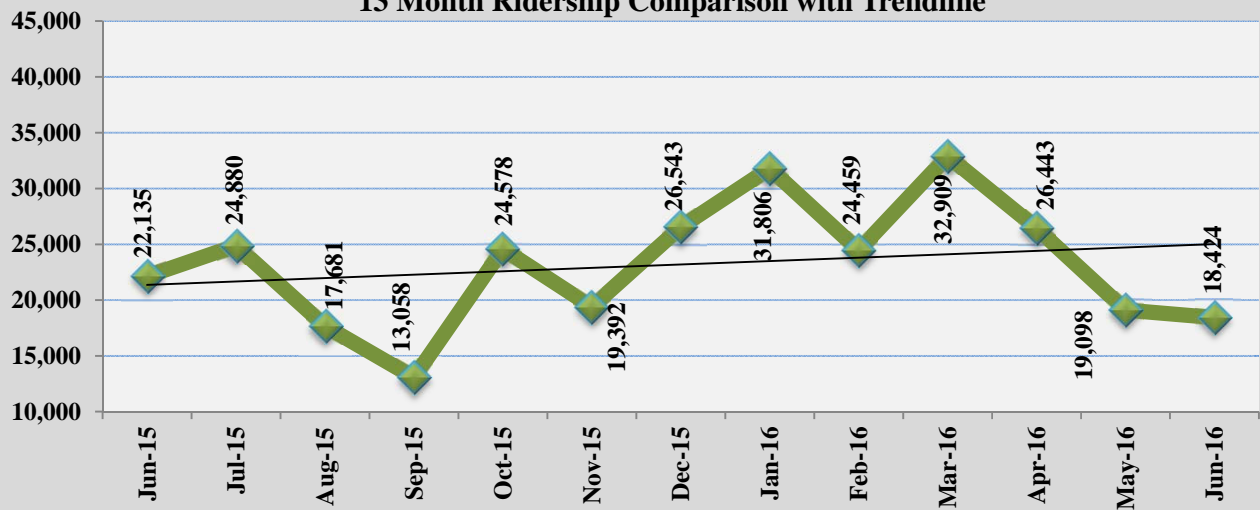
- I. Revenue and Ridership Charts
- II. Ridership by Fare Category

HART - TAMPA HISTORIC STREETCAR REVENUE & RIDERSHIP

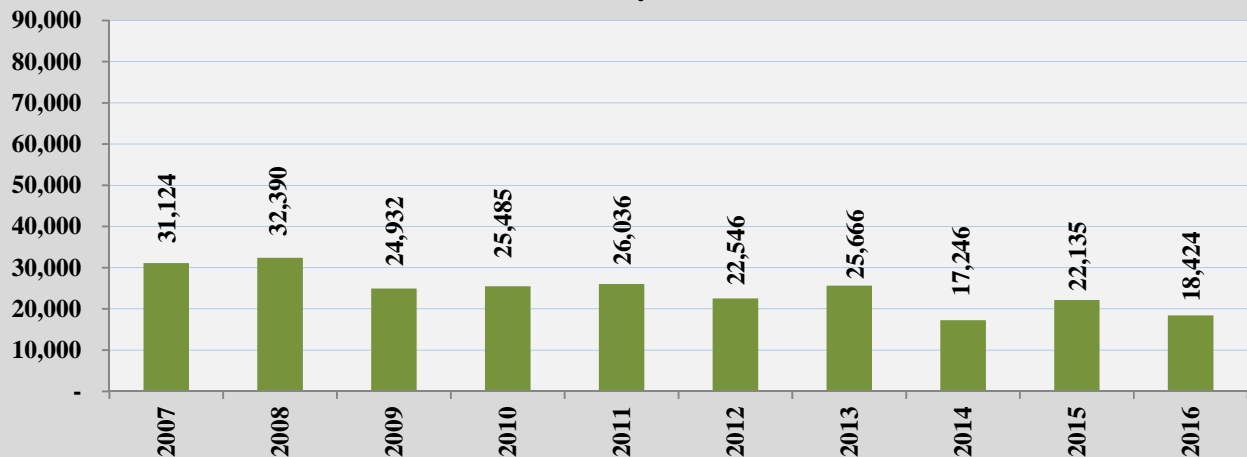
13 Month Revenue Comparison with Trendline



13 Month Ridership Comparison with Trendline



The Month of February - Fiscal Year 2007 - 2016 (10 Years)



Streetcar Ridership by Fare Category for June 2016														
Ridership Type	Cash Fare Rides	One Day & One Day Fare Card Used on	Already a Pass Rider	Family One Day Pass	Other	One Trip Adult Fare	31 Day Bus Fare Card	Passport Used on the	One Trip Discount	Visitor's 3 Day Fare	Streetcar Assessment	Streetcar Annual Fare	Special Promos,	Totals
Discount Streetcar	483	681	2,192	1,568	429				356	5				5,714
Streetcar Local		782	6,003	2,059	0				0					8,844
Local Streetcar	681					1,591								2,272
One Day Local Bus Fare Card			595			0		11	0					606
Bus Fare Card		0	0				137		0					137
Other Streetcar		0	0							264	272	16	299	851
Totals	1,164	1,463	8,790	3,627	429	0	1,591	137	11	269	272	16	299	18,424

Streetcar Cash Fare Calculation for June 2016														
Ridership Type	Cash	Fare	Calculated	One Day Pass	Fare	Calculated	Day/Express	Fare	Calculated	and Other	Calculated	Total	Actual	Excess
Discount Streetcar	483	\$1.25	\$603.75	681	\$2.50	\$1,702.50						\$2,306.25		
1 Way Fare // 1 Day Pass	681	\$2.50	\$1,702.50	782	\$5.00	\$3,910.00						\$5,612.50		
Other -Express				0	\$6.00	\$0.00				\$0.00		\$0.00		
Totals	1,164		\$2,306.25	1,463		\$5,612.50	0			\$0.00		\$7,918.75	\$7,918.95	\$0.20

Streetcar Pass Sales				
Pass Type	Quantity	Purchase	Total Sales	Percent of
Annual Pass	1	\$200.00	\$200.00	0.66%
20-Ride Assessment	0	\$25.00	\$0.00	0.00%
20-Ride Assessment: Outlets	21	\$25.00	\$525.00	1.72%
20-Ride Assessment: Transit store	0	\$25.00	\$0.00	0.00%
Family Discount Pass: TVM	250	\$12.50	\$3,125.00	10.26%
3-Day Visitor Unlimited: TVM	76	\$11.75	\$893.00	2.93%
3-Day Visitor Discount: TVM & Pass Sales	19	\$5.50	\$104.50	0.34%
1 Day Pass	52	\$5.00	\$260.00	0.85%
1 Day Pass: Outlets	253	\$5.00	\$1,265.00	4.15%
1 Day Pass: Transit Store	5	\$5.00	\$25.00	0.08%
1 Day Pass: TVM & Mobile Sales	3,248	\$5.00	\$16,240.00	53.30%
1 Day Discount Pass	60	\$2.50	\$150.00	0.49%
1 Day Discount Pass: Outlets	152	\$2.50	\$380.00	1.25%
1 Day Discount Pass: Transit Store	31	\$2.50	\$77.50	0.25%
1 Day Discount Pass: TVM	852	\$2.50	\$2,130.00	6.99%
One Trip Adult Pass - TVM only	1,841	\$2.50	\$4,602.50	15.11%
One Trip Discount Pass - TVM only	393	\$1.25	\$491.25	1.61%
Total	7,254		\$30,468.75	100.00%

*Discounts are for seniors age 65 or older, youths age 17 or younger, those on Medicare or with disabilities.

Streetcar Reimbursable Rides			
Pass Type	Quantity	Price	Total
31-Day Unlimited	137	\$1.11	\$152.07
Total			\$152.07

	Purchased on Streetcar	Purchased at TVM	Grand Totals
1 Day Pass Sales	782	3,248	4,030
1 Day Disc.	681	852	1,533
Pass Sales	44.42%	55.58%	100.00%

Fare Revenue Returned to THS		
Fare Revenue by Type		
Farebox		\$7,918.95
Pass Sales		\$30,468.75
Sales Discounts		(\$107.80)
Reimbursable Rides		\$152.07
Total		\$38,431.97

Average Fare Per Passenger	
Current month	\$2.09
Year to date	2.01
Total trips using passes	91%



COMPLIANCE REPORT

City of Tampa Financial Statements for the month ending May 31, 2016

DISCUSSION

City of Tampa has provided Financial Statements for the month ending May 31, 2016.

RECOMMENDATION

Receive and file as an information item.

Prepared by: Lee Huffstutler, City of Tampa Chief Accountant

Attachments:

- I. City of Tampa letter dated July 11, 2016
- II. Financial Statements for the month ending May 31, 2016



CITY OF TAMPA

Bob Buckhorn, Mayor

Revenue and Finance

Accounting

July 11, 2016

TO: Tampa Historic Streetcar, Inc.

FROM: Lee Huffstutler, Chief Accountant

SUBJECT: May 31, 2016 Monthly Financial Statements

Attached are the financial statements for the month ended May 31, 2016, operating and endowment funds.

Special assessment receipts are up \$140,119 over last year and ahead of budget. Fare box revenues are \$103,215 ahead of budget but slightly behind last year at this time. The endowment has grown by \$103,415, since the beginning of the year and with interest earnings of \$1,795, the APR is approximately .8%.

**TAMPA HISTORIC STREETCAR
ENDOWMENT FUND**

STATEMENT OF NET POSITION

	5/31/16	5/31/15	5/31/14
ASSETS			
INVESTMENTS	\$ 371,336	\$ 148,733	\$ 75,020
TOTAL ASSETS	371,336	148,733	75,020
LIABILITIES			
DEFERRED REVENUE	55,216	58,667	62,118
NET POSITION			
NET POSITION	<u>\$ 316,120</u>	<u>\$ 90,066</u>	<u>\$ 12,902</u>

STATEMENT OF CHANGES IN NET POSITION

	05/31/16		05/31/15		05/31/14
	MONTHLY	YEAR TO DATE	MONTHLY	YEAR TO DATE	YEAR TO DATE
REVENUES					
CONTRIBUTIONS	\$ -	\$ -	\$ -	\$ -	\$ -
INTEREST	286	1,795	-	690	1,220
DIVIDEND	-	-	-	-	-
TOTAL REVENUES	286	1,795	-	690	1,220
EXPENSES					
BANK FEES	-	-	-	-	-
TRANSFER TO (FROM) OPERATIONS	(22,920)	(103,415)	(9,889)	(131,780)	89,816
TOTAL EXPENSES	(22,920)	(103,415)	(9,889)	(131,780)	89,816
REVENUES LESS EXPENSES	\$ 23,206	\$ 105,210	\$ 9,889	\$ 132,470	\$ (88,596)
BEGINNING NET POSITION		210,910		(42,404)	101,498
ENDING NET POSITION		<u>\$ 316,120</u>		<u>\$ 90,066</u>	<u>\$ 12,902</u>

TAMPA HISTORIC STREETCAR OPERATIONS

STATEMENT OF NET POSITION

<u>ASSETS</u>	<u>5/31/16</u>	<u>5/31/15</u>	<u>5/31/14</u>
CASH	\$ -	\$ -	\$ -
RECEIVABLE	128,013	117,184	109,174
PREPAID ITEMS	230,469	223,063	268,227
TOTAL ASSETS	\$ 358,482	\$ 340,247	\$ 377,401
<u>LIABILITIES</u>			
PAYABLES	\$ 128,014	\$ 128,301	\$ 125,336
UNEARNED INCOME	-	-	-
	\$ 128,014	\$ 128,301	\$ 125,336
<u>NET POSITION</u>			
NET POSITION	\$ 230,468	\$ 211,946	\$ 252,065

STATEMENT OF CHANGES IN NET POSITION

	<u>05/31/16</u>				<u>5/31/15</u>	<u>5/31/14</u>
	<u>MONTHLY</u>	<u>YEAR TO DATE</u>			<u>YEAR TO DATE</u>	<u>YEAR TO DATE</u>
	<u>ACTUAL</u>	<u>BUDGET</u>	<u>ACTUAL</u>	<u>BALANCE</u>	<u>ACTUAL</u>	<u>ACTUAL</u>
REVENUES						
HART-FDOT	\$ 50,000	\$ 66,667	\$ 66,666	\$ (1)	\$ 60,000	\$ 63,636
HART-FTA	-	133,333	33,333	(100,000)	133,333	133,334
CRA CONTRIBUTIONS	37,500	300,000	300,000	-	300,000	300,000
FARE BOX	41,188	306,337	409,552	103,215	412,159	323,438
CAR LEASING	-	6,667	4,419	(2,248)	10,333	7,999
ADVERTISING	7,680	35,333	51,630	16,297	45,750	70,898
OTHER CONTRIBUTIONS	3,900	42,309	31,203	(11,106)	-	-
SPECIAL ASSMT	14,150	634,036	643,362	9,326	503,243	499,549
TOTAL REVENUES	154,418	1,524,681	1,540,165	15,484	1,464,818	1,398,854
EXPENSES - BOARD						
LEGAL	413	20,588	6,631	13,957	17,514	9,045
ACCOUNTING	-	8,240	9,000	(760)	8,800	8,500
REV DEVLPMNT/CONSULTANT	3,072	-	20,652	(20,652)	18,300	28,358
OTHER	32	4,730	260	4,470	361	394
TOTAL BOARD EXPENSES	3,517	33,558	36,543	(2,985)	44,975	46,297
EXPENSES - OPERATING						
INSURANCE/CSX	29,059	231,105	228,704	2,401	247,868	279,505
HART	78,012	851,419	931,158	(79,739)	766,093	785,312
HART-FDOT/FTA	50,002	200,000	100,018	99,982	201,247	198,013
TOTAL OPERATING EXPENSES	157,073	1,282,525	1,259,880	22,645	1,215,208	1,262,830
TOTAL EXPENSES	\$ 160,590	\$ 1,316,083	\$ 1,296,423	\$ 19,660	\$ 1,260,183	\$ 1,309,127
REVENUES LESS EXPENSES	(6,172)	\$ 208,599	243,742	35,143	204,635	89,727
USE OF (INCREASE IN) ENDOWMENT	(22,920)	-	(103,415)	103,415	(131,780)	89,816
BEGINNING NET POSITION			90,141		139,091	72,522
ENDING NET POSITION			\$ 230,468		\$ 211,946	\$ 252,065