

The TECOline Streetcar

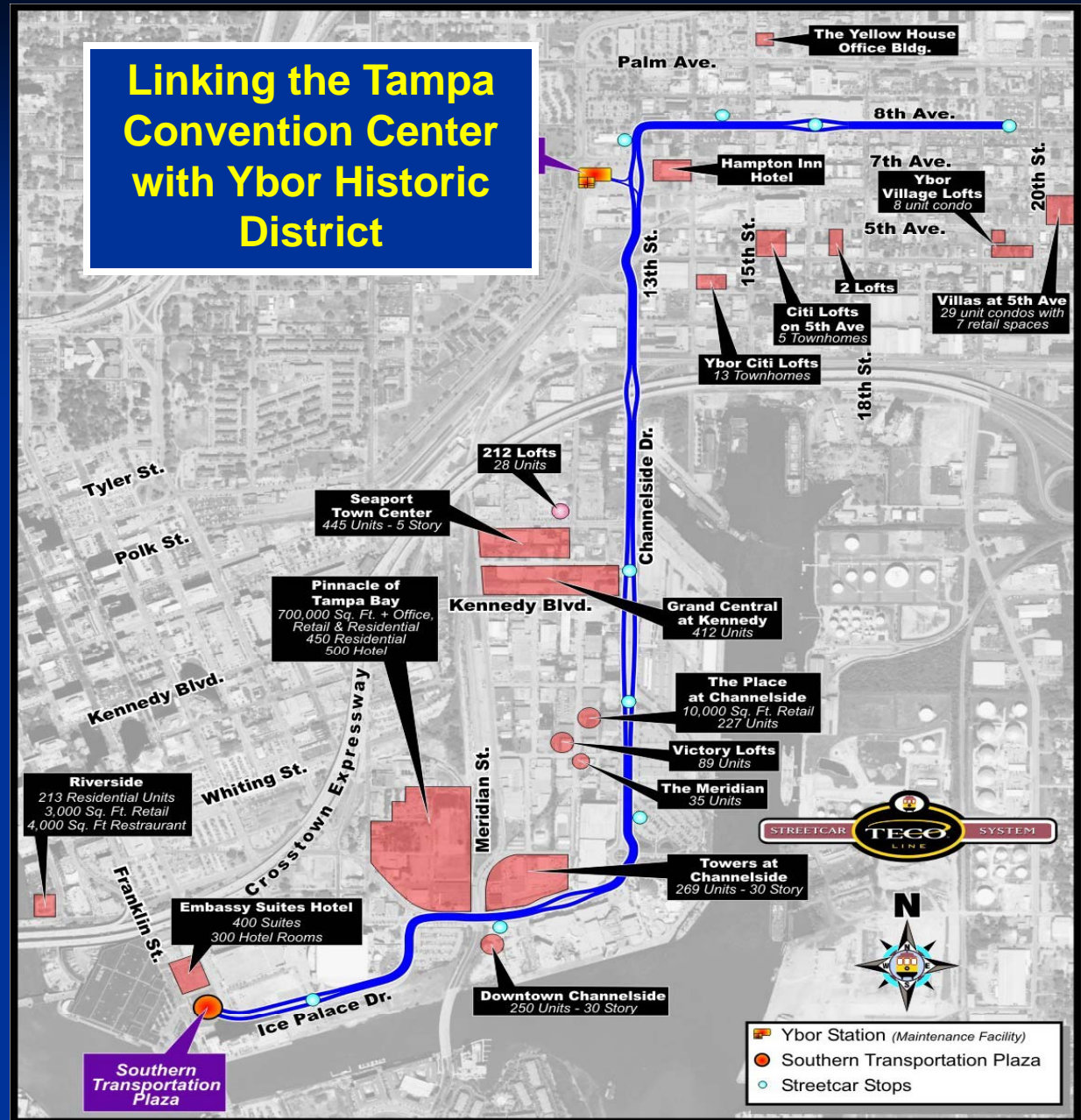
A Tampa Case Study

Placemaking. Development. Tourism.



The Mission: Converting former industrial and warehouse space into the “Visitor Crescent”

Over \$1 Billion in
new private
developments dot
the 2.4 mile TECO
Line Streetcar
System

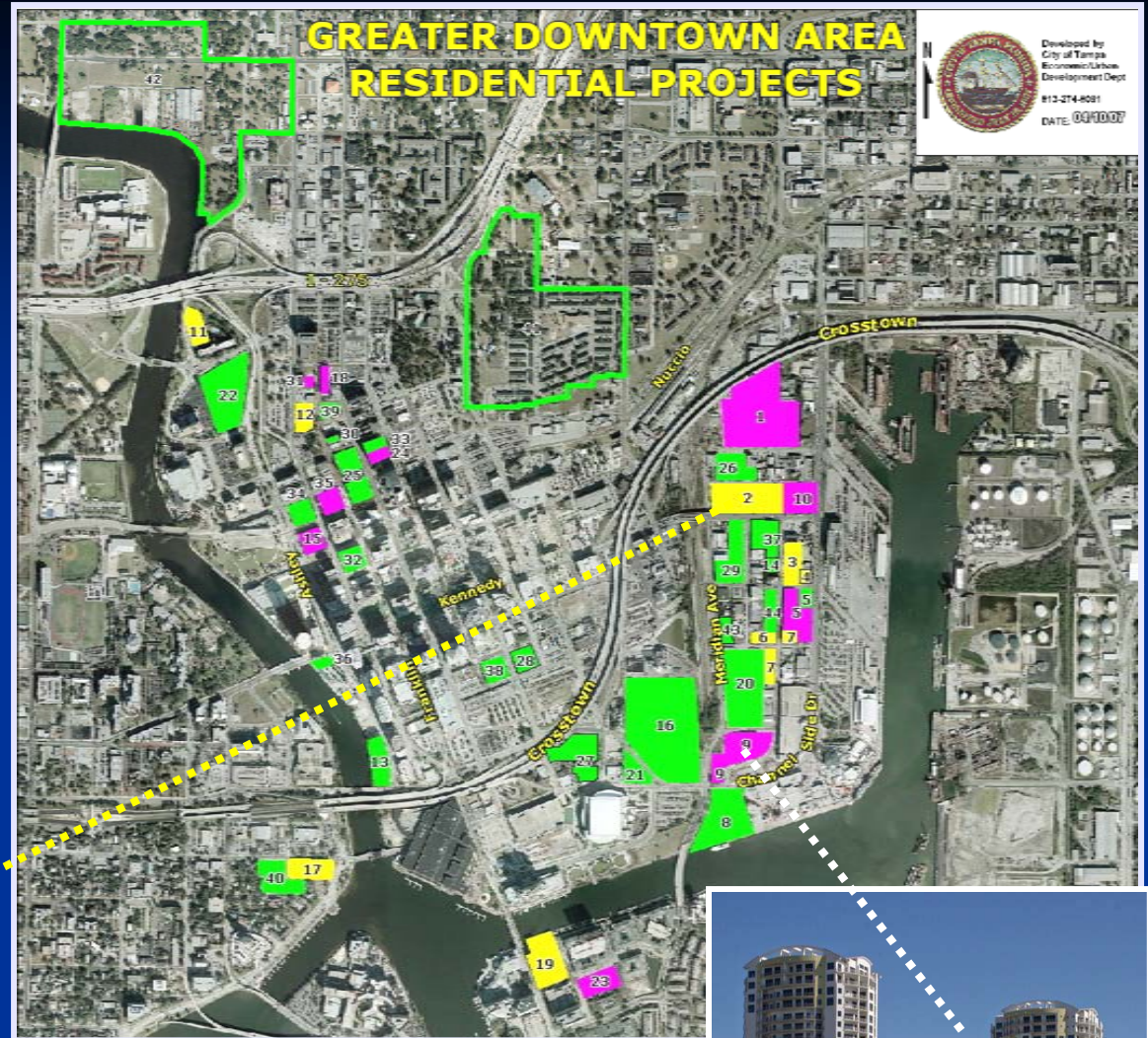


Residential Development is also booming in the corridor

 Complete.....	Units	645
 Under Constr.....	Units	2,563
 Planned.....	Units	11,251



Grand Central on Kennedy



The Towers at Channelside sit directly across the street from the streetcar



Two Major Hotels Chose to Locate Directly Adjacent to the Streetcar

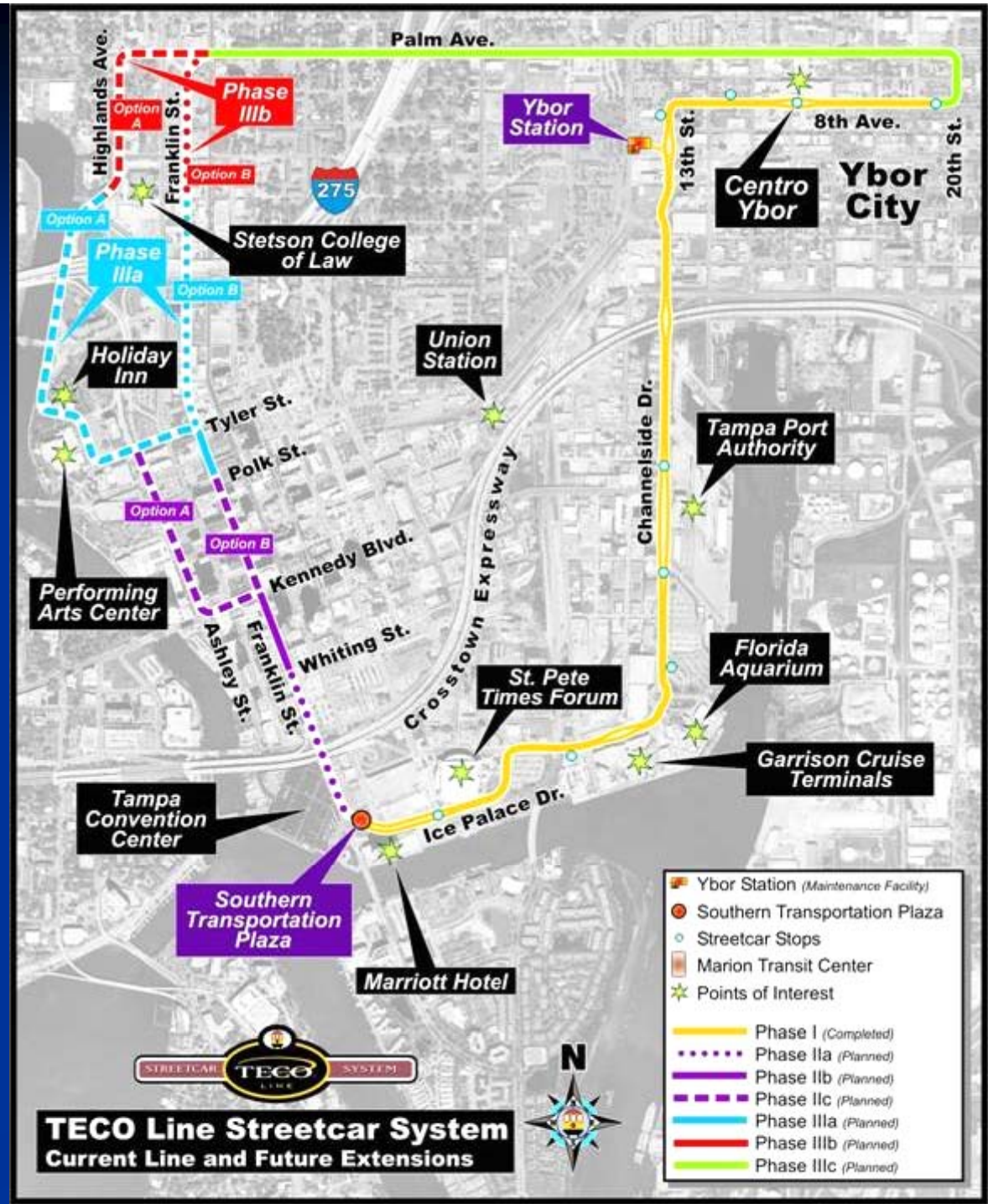


**Embassy Suites at Tampa
Convention Center**



**Hampton Inn in the Ybor
City historic district**

Expansion plans take the streetcar to the new cultural arts district and create new opportunities to grow and infill a former “dead zone” in the north end of downtown



Ridership Exceeds Projections



432,000 riders in the first full year of operation (350k were predicted)

Ridership Generators

- Major:
 - Convention Activity
 - Cruise Ship Activity
 - Large Special Events
 - Ybor/Channelside
- Minor:
 - Florida Aquarium
 - Charter Groups
 - Existing Transit Users
 - Local Recreation





TECO Energy paid **\$1,000,000** for the naming rights to the initial 2.3 mile system

The former Tampa Electric Company began life as Tampa Electric Streetcar Company. Naming rights entitle them to prominent signage on all streetcars, maps, print materials and stations.



Construction Costs

What it cost

Linear Infrastructure:
\$39 million

Related Facilities:

Ybor Station **\$9.3 M**

Southern Transportation

Plaza **\$14.5 M**

Total **\$63 M**

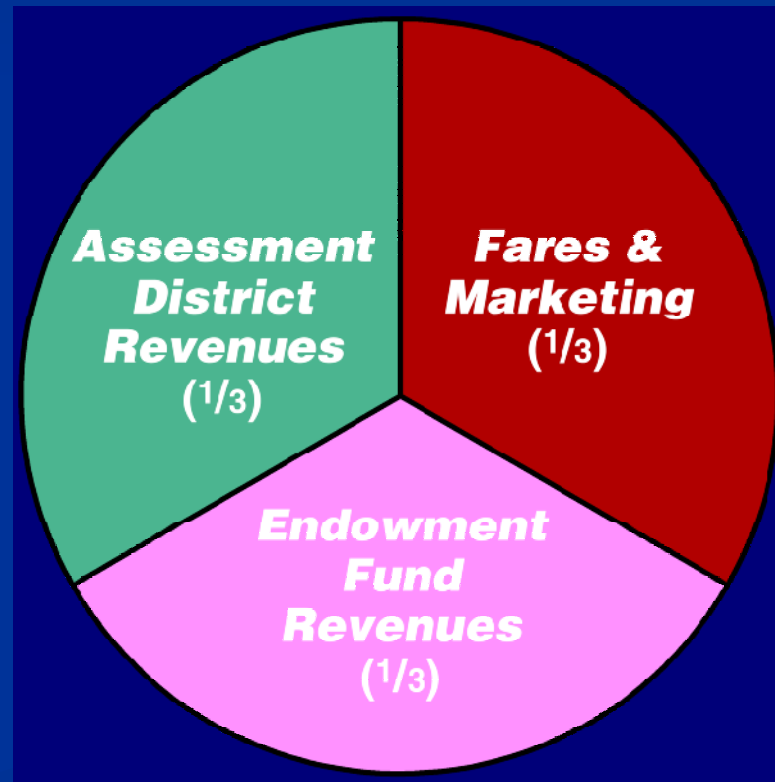
What was the source

City of Tampa: **\$14 M** of gas tax revenue, Federal earmarks, Hillsborough MPO (flex funding & CMAQ), FDOT intermodal funds, & Federal Livable Communities grant paid the rest.

Streetcar Operating Cost & Funding Sources

Estimated Operating Cost: \$1.3 Million Annually

- Fares & Marketing
- Assessment District
(.0033 mills)
- Endowment Fund



The Endowment Fund

Helps support the operation of the streetcar. Was intended to last a minimum of 10 years. Managed by Tampa Historic Streetcar, Inc.

Worst Case Scenario

- Fund balance goes to zero in FY 2011

More Optimistic Scenario

- Fund balance extends to late 2012

The City of Tampa must assume any financial obligations after the endowment is exhausted.

Benefits to the City of Tampa

Ridership

2003	420k
2004	425k
2005	434k
2006	390k
2007	438k

65 percent of streetcar riders are tourists or conventioners

Economic Development

Private Real Estate Investment in the streetcar corridor tops \$1 billion

Residential development is leading the way followed by mixed use



Southern Transportation Plaza



**Winner: 2004 Planning Commission
Community Design Award**

Ybor Station Car barn



**2003 Community Design
Award Winner**

**Outstanding Design
for an Industrial Use
in a Historic District**



Tampa's Newest Icon



END