



Streetcar Marketing Highlights FY 2007

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Hillsborough Area Regional Transit Authority



Advertising & Promotions

- Website
- Annual Streetcar Fest
- In-Town Tampa Guide & Map
- Where Quick Guide
- Suncoast Promotions Map
- Tampa Bay Welcome Guide
- *Getting There* E-Newsletter





- tecolinestreetcar.org website is updated regularly
- Links to/from HART and other websites
- Highlights revenue programs and easy access to contract service forms
- Features fares, maps, media and event info
- Is ADA accessible





5th Annual Streetcar Fest

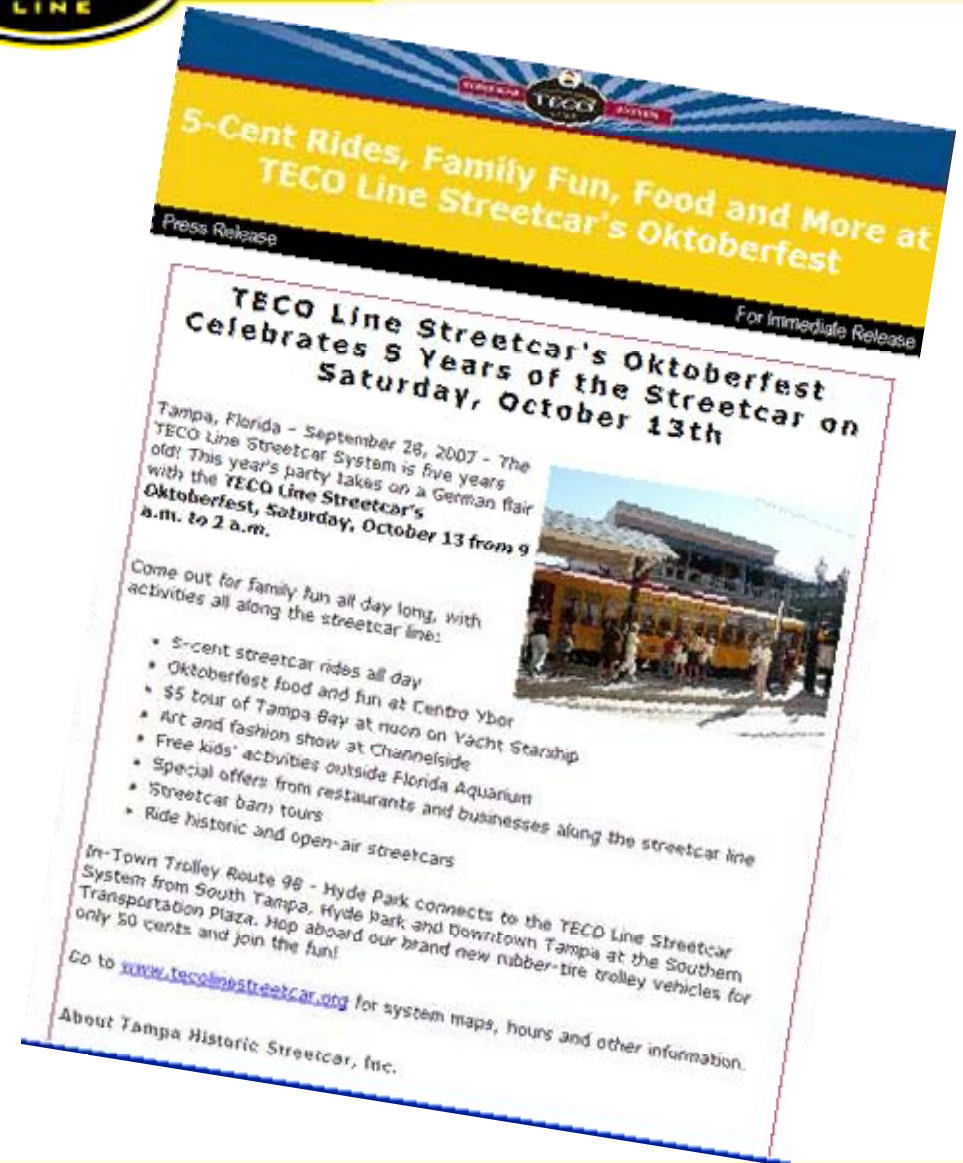


13,600 rides taken !
Sponsorship dollars from
In-Town Tampa Guide & Map
allowed for 5¢ rides all day &
night and offset lost revenue!



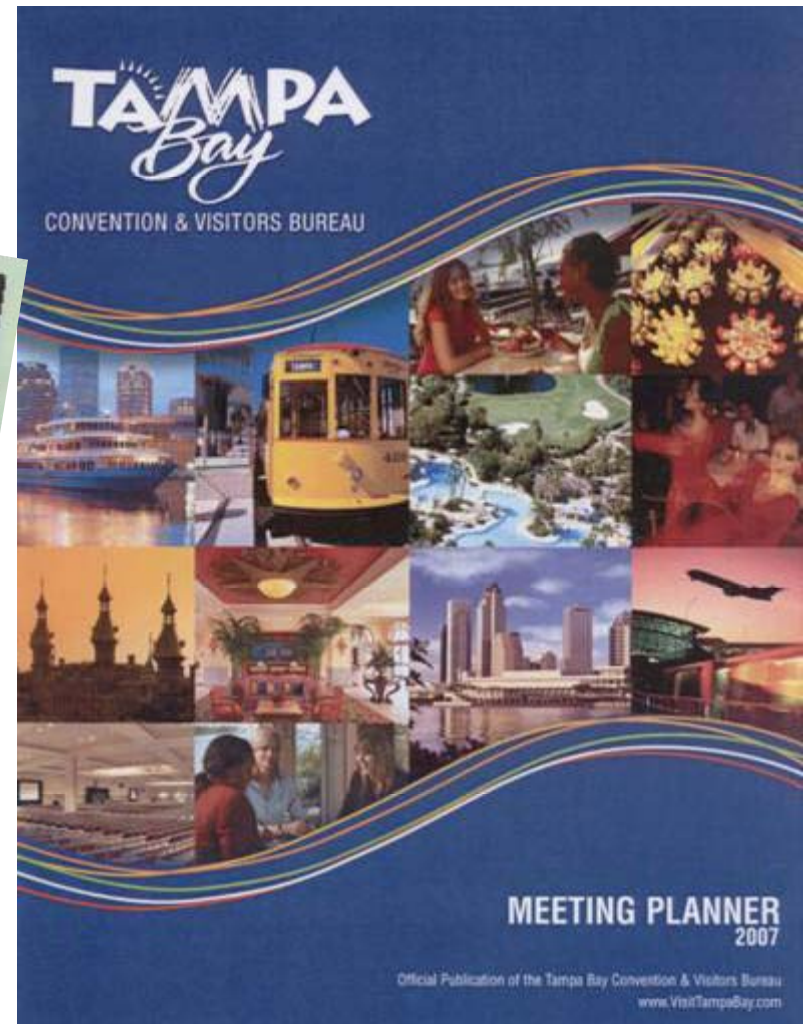


- ***Getting There*** is emailed to about 500 people
- Highlights events taking place along the line and promotes using the streetcar to get there





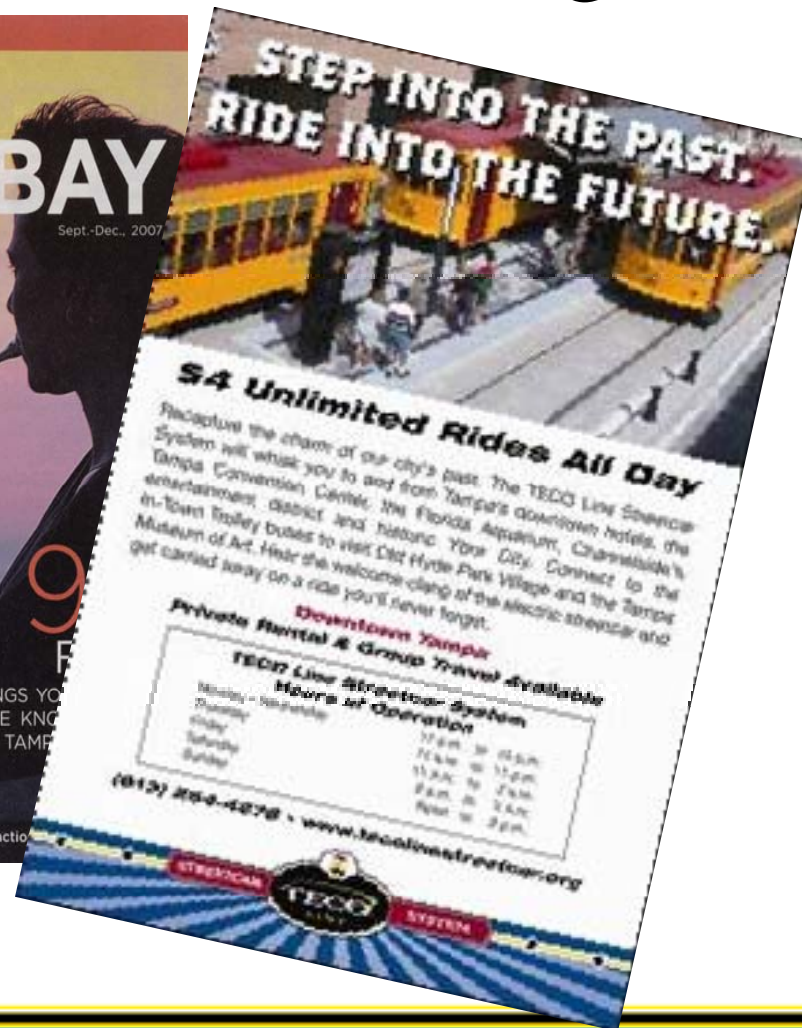
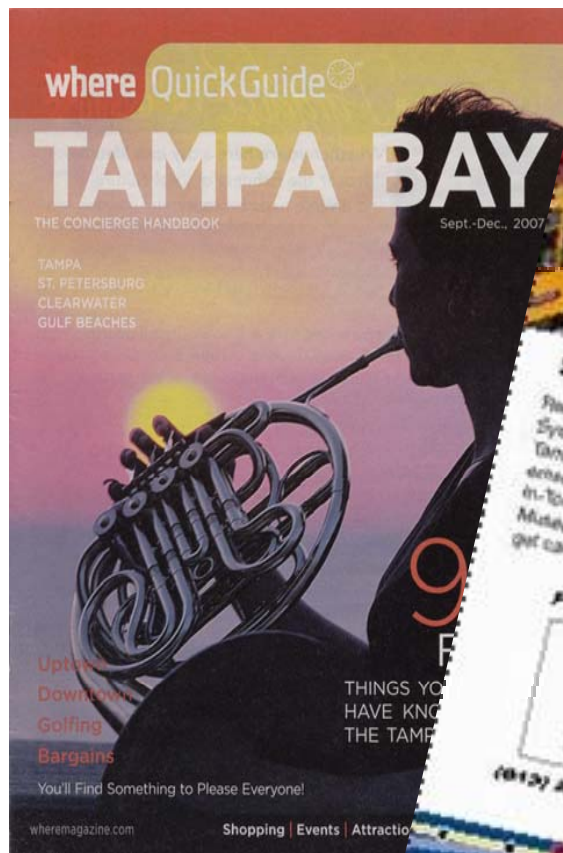
TBCVB



Distributed to meeting planners around the world



Where – Quick Guide



**Free publication
distributed at
airports and
along the west
coast of Florida**



Cooperative Marketing & Public Relations

- Promotions with CJ Publishing & others
- Ybor City & Channelside sales outlets
- Attractions Association “Ambassador Training Program”
- Tampa Tribune in-kind agreement



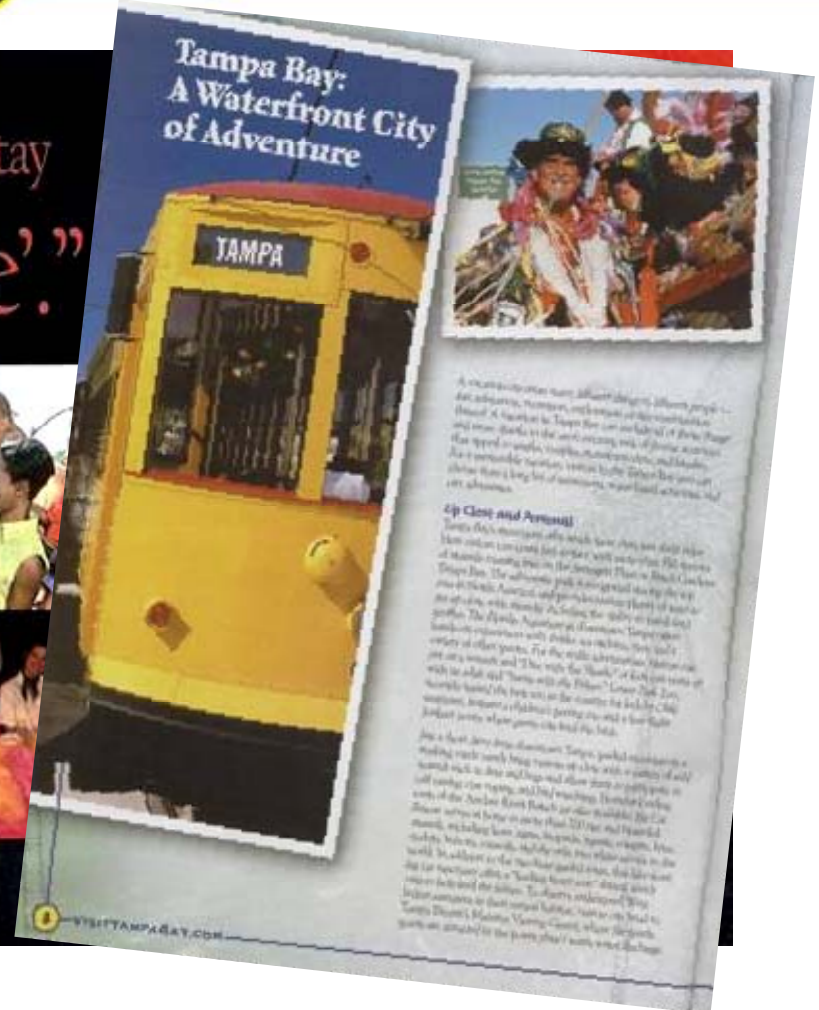


"I want to ride a roller coaster that gives me chills, to stay near incredible shopping, eat fresh seafood, and send postcards from the beach that say 'wish you were here'."



Check Reader
Response #24

No better way to do Florida.



The streetcar has become a Tampa icon

STREETCAR

TECO.
LINE

SYSTEM

The
streetcar
system is
featured on
the Greater
Tampa
Chamber of
Commerce's
Website





Our cooperative marketing with CJ Publishers provides printing / distribution of 1,000,000 copies annually of the In-Town Guide & Map, plus 30,000 customized covers for the TECO Line Streetcar System.





St. Pete Times Forum

- Service extended as needed to support Lightning Hockey games
- A presence inside and out
- Public Service Announcements before & during games
- Key destination for ridership development





5' x 4'



- Staff reviews all permit requests for street closures submitted to the City of Tampa for impact on the system.
- Reviewed for height restrictions, service interference, and impact fees for shutting down power.





Revenue Development

- Advertising signage on streetcars and fare cards
- Car sponsorships
- Fare Program
- Merchandise Sales
- Benchmarkers Club
- Contract service for private and community events





**VIGO Importing Co.
sponsored Breezer Car
commands lots of attention**



**Step advertising
is unique and
eye-catching**

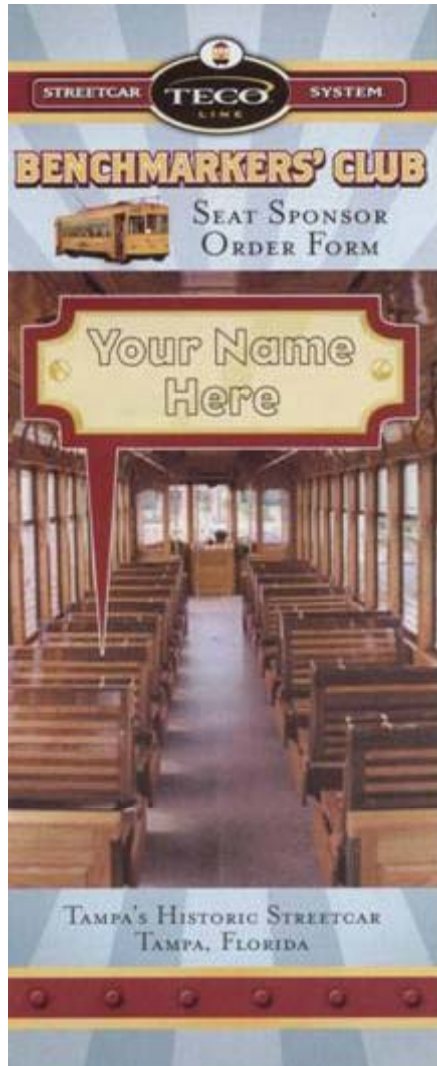




**Merchandise sales program
is building revenue**

**Items are sold on the website
as well as numerous gift
shops along the line.**





**Benchmarker
Club sales
have added
\$4,650 to the
THS, Inc.
endowment
fund so far**





Entering the 5th Year of The Tampa Tribune In-Kind Agreement

**\$25,000 per year for
5 years**

**Advertising
scheduled to
promote riding
during events &
private rental**



**HOP THE STREETCAR.
SKIP THE TRAFFIC. JUMP FOR JOY.**

Enjoy the Friday Night Summer Fireworks Series at Channebide now through August 26th. It's just a hop, skip and a jump away. Just hop the streetcar in Ybor or connect with an In-Town Trolley from Old Hyde Park, and head to Channebide. Skip the traffic by parking at one of four major parking garages along the streetcar line. And jump for joy as you ride all day and night for just \$1.00. The fireworks start at 9pm, but the fun begins at 7pm with live music and entertainment.

For details call (813) 254-4278, or visit www.tecolinestreetcar.org
Monday - Wednesday 11am - 10pm | Thursday 11am - 11pm | Friday 11am - 2am | Saturday 9am - 2am | Sunday Noon - 8pm





Fare & Charter Revenue



FARE REVENUE

- 10 commissioned sales outlets
- New FareCard Vending Machine
- Fare cards now sold online;
convenient for bulk / advance
purchase



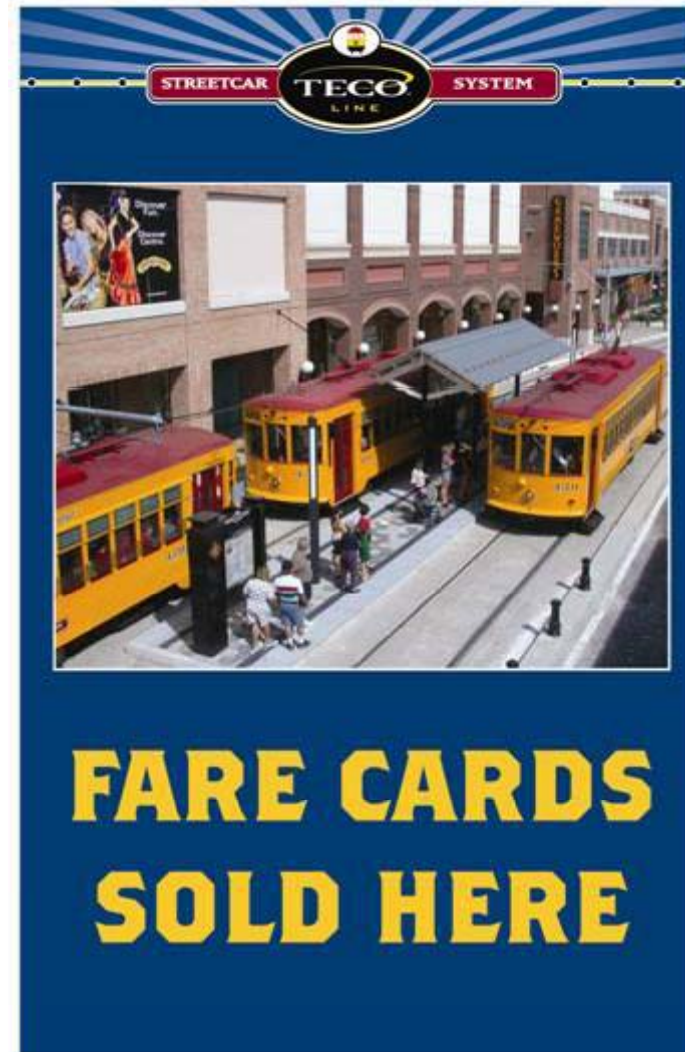
PRIVATE RENTAL PROGRAM

- Earned \$12,900 in charter revenue
- Wedding parties, birthday
celebrations, corporate functions



Fare Card Outlets
provide a convenient way
for patrons to purchase
streetcar passes.

**Marriott Waterside Hotel
Embassy Suites
Wine Design
Cigars by Antonio
TBCVB Visitor Center
Florida Aquarium
Larmon's Furniture
Centro Ybor Visitor Center**

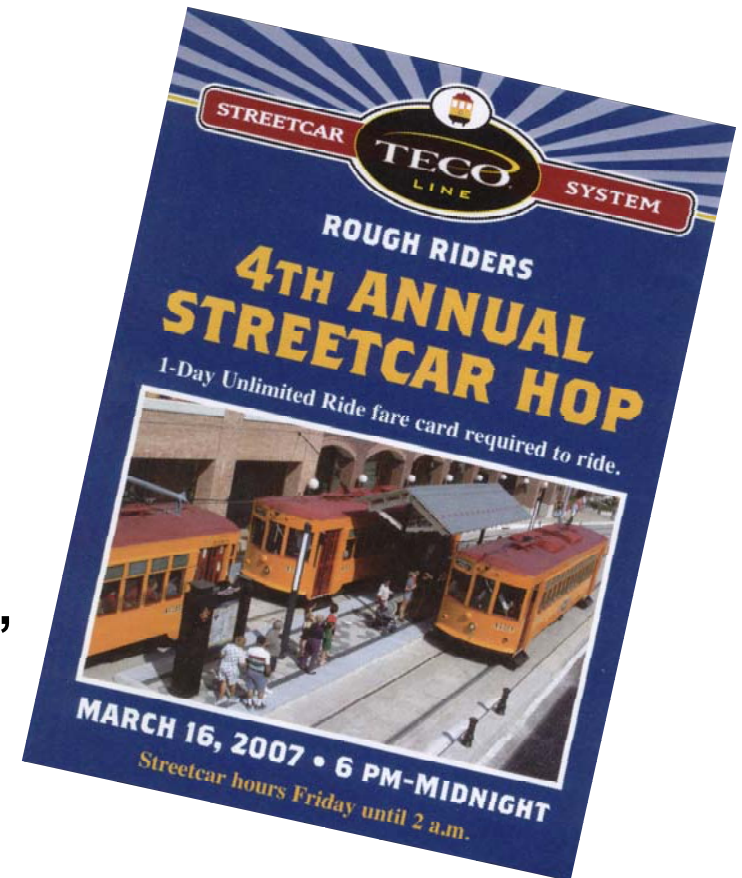




Ridership Development

Several programs dedicated to RD:

- Tours & group travel
- Streetcar special services (charter, private rentals)
- Assessment district fare card
- Streetcar “hops” generate new riders
- Promotions at community events
 - New Years Eve Fireworks, 4th of July,
 - Gasparilla, Guavaween,
 - St. Patricks’ Day Parade





Tours and group travel are great image builders and result in considerable good will and follow up ridership.



In FY 07, coordinated travel for 104 groups brought in more than 3,800 people & \$8,600



Group Tours Targeting Youth

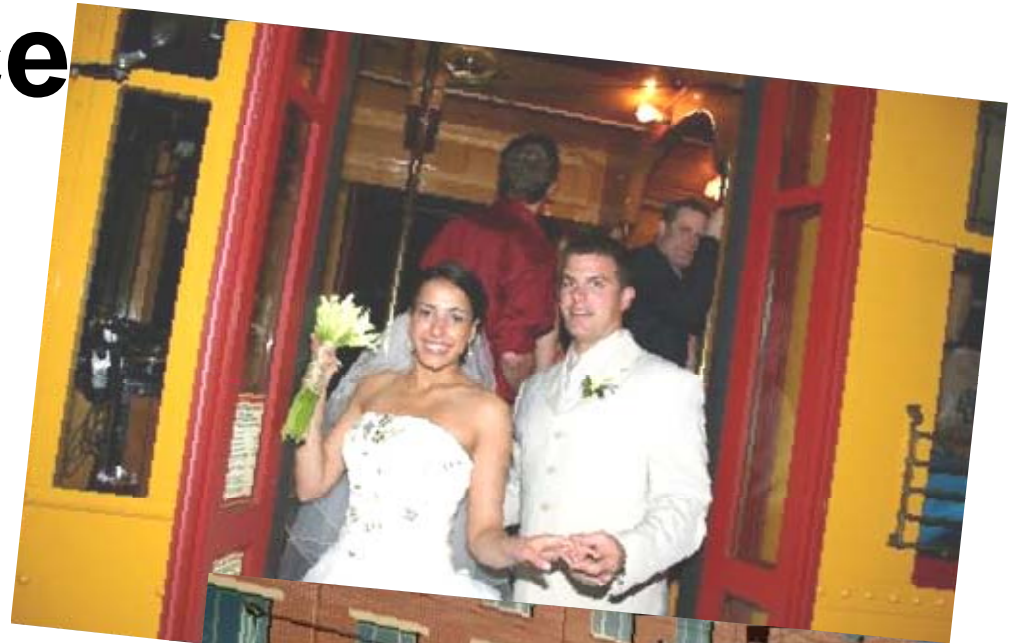


A Little Mikos' Magic



Special Service


- **Purchased special services in 2007 exceeded \$13,000** (private rentals, photo and video shoots)
- **Events support \$3,436.00** (isolate overhead electricity, extra supervisory personnel, partial closing of the line)





Streetcar Hops


- Fundraisers for non-profits
- Ridership development for the streetcar line
- Business development for merchants along line



ROUGH RIDERS

4TH ANNUAL STREETCAR HOP

1-Day Unlimited Ride fare card required to ride.



MARCH 16, 2007 • 6 PM-MIDNIGHT

Streetcar hours Friday until 2 a.m.



Creative Marketing Program

- Less than 3 percent of the streetcar operating budget is allocated to marketing
- Capitalizes on cooperative efforts where ever possible
- Includes merchandising sales and advertising sales programs
- Has greatly enhanced our presence in the community
- Oh, and won first place awards nationally & statewide





Focus for FY 2008

- **Build new cooperative marketing programs**
- **Promote park and party concepts (TDM)**
- **Strengthen existing initiatives with Channelside, the Florida Aquarium, Centro Ybor, Convention & Visitors Bureau, Ybor City Chamber, Downtown Tampa Attractions Association**
- **Extend marketing to neighboring counties, including Pinellas beaches**
- **Enhance revenue development initiatives; RFQ for Interior / Exterior Vehicle Signage and Endowments**
- **Continue on-board market research**
- **2008 Streetcar Fest**