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
The streetcar has become a Tampa icon.
The streetcar is featured in advertising of many local attractions.
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
STEP INTO THE PAST.
RIDE INTO THE FUTURE.

Hop aboard the TECO Line Streetcar System and we’ll whisk you between the St. Pete Times Forum and dining, entertainment & attractions.
Park near the Forum and enjoy the town before and after your event. The streetcar station is located just to the south of the Forum plaza.
Purchase your streetcar fare cards today at the Forum box office.

YBOR CITY • CHANNELSIDE • DOWNTOWN TAMPA

Inside
St. Pete Times Forum display placard
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
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)
The streetcar 20-Ride fare card targeted marketing efforts include:

- Direct mail
- Canvassing businesses
- Hotel & Bldg Concierges
- Business development groups
- Modest but steady sales increases
Streetcar Hops

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