Business and Operations Plan

The Cross Bay Ferry

Passenger Ferry Service St. Petersburg to Tampa



Prepared For:

City of St. Petersburg RFP No. 6831 P.O. Box 2842 St. Petersburg, FL 33731

Prepared By:



HMS Ferries, Inc.

600 Ericksen Ave NE, Suite 350 Bainbridge Island, WA 98110

Table of Contents

1	Project Background	1
2	Business Overview	3
2.1	Parties Involved	3
2.2	Key Contract Items	4
2.3	Summary of Services	4
2.4	Project Objectives	5
2.5	Financial Summary	5
3	HMS St. Petersburg Operations	7
3.1	HMS Ferries – Management Team	7
3.2	St. Petersburg Functional Operations	8
4	Service Description	12
4.1	St. Petersburg to City of Tampa Weekend Scheduled Service	12
4.2	St. Petersburg-Tampa Scheduled Commuter Service	12
4.3	Special and Private Events	12
4.4	April Sports Service	13
5	Facilities and Terminals	15
5.1	St. Petersburg	15
5.2	Tampa	20
6	Ticketing System	23
7	Marketing & Advertising	24
7.1	Overall Approach	24
8	Route Assessment	26
8.1	Distances between various port facilities	26
8.2	Summary of Routes	26
9	Regulatory Issues	27
10	Proposed Ferry Vessel	28
10.1	1 Vessel Description	28
10.2	2 Vessel Maintenance	32
10.3	3 Crew Manning	32
11	Budget	34
11.1	1 Revenue Credits	34.



1 Project Background

Reference: RFP No. 6831: Passenger Ferry Operator

The City of St. Petersburg (the City) determined there is a public need ferry service between the City of St. Petersburg and the City of Tampa. This follows the success of a ferry service Pilot Project in 2016-2017. HMS Ferries was the Project Manager and ferry operator for the Pilot Project.

As a result, RFP No. 6831: Passenger Ferry Operator was issued on March 20, 2018 to solicit proposals for passenger ferry operations services. The ferry service outlined in this Business and Operations Plan is further referred to as the Project.

HMS Ferries, Inc. (HMS) is a ferry operating company that provides ferry services to government and private clients. This is Business and Operations Plan is submitted in conjunction with the information requested in the RFP No. 6831.

A summary of the Scope of Work is included on the following page.



Summary of Project Scope RFP No. 6831

Tools	LIMC Door on sibility.	The City / Client
Task	HMS Responsibility	The City / Client
Key Contracts	 Ferry Vessel Charter 	 Terminal Landside Permitting
	Barge – Dock Contract(s)	 Dock Permitting
	 Service Agreements 	 St. Pete Shoreside Area
	 Docks and Gangways Installation 	preparation to include
	 Marketing Contract 	electrical
	 Concession Contract(s) 	
Marine Management	In HMS scope	N/A
Marine Operations	HMS scope	N/A
Marine Administration and	In HMS scope	N/A
Ticketing		
Project Customer Support	In HMS scope	N/A
Maritime Facilities	HMS lead in coordination with the City	Permitting
Development		
Marketing Contractor	In HMS scope	N/A
Procurement and Support		
Scheduling	In HMS scope; will consult with City in	City will work in conjunction with
	continual refinement of best overall	HMS to continually refine the
	schedule.	best overall schedule.
Fares / Pricing	In HMS scope; will consult with City in	City will work in conjunction with
	continual refinement of best overall	HMS to continually refine the
	pricing.	best overall pricing.
Terminal - Marine	Not in HMS scope, but will support the	HMS operations will support the
Environmental Regulatory	City as required.	City responsibilities to secure
		environmental and property
		permits
Terminal - Landside	HMS to support design efforts	The City's responsibility to
Development for St.		identify, with HMS support,
Petersburg		landside facilities with
		improvements undertaken by the
		City or its subcontractors. HMS will assist as needed.
Insurance	Voscal Hull and Machinery Dolland	HMS to procure and manage
insulance	 Vessel Hull and Machinery, P&I and General Liability. 	property, P&I, business
	 Docks, gangways, landside property, 	interruption and other
	or P&I insurance.	insurances for
	No business interruption.	docks, gangways, landside
Maintenance	Routine Maintenance (minor)	N/A
iviallitellatice	Noutine Maintenance (Illinoi)	IN/ A



Coast Guard Inspections and Approvals	In HMS scope	N/A
Concession Services	In HMS original scope	The City to receive 5% of the onboard concession.
Marketing & Advertising	In HMS scope	N/A
Routine Vessel	In HMS scope	N/A
Maintenance		
Major Mechanical	In HMS scope	N/A

2 Business Overview

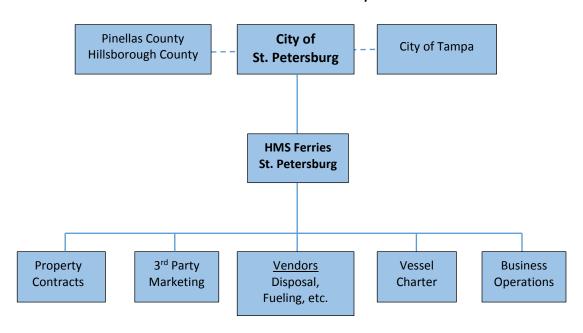
The Business Overview presents business related topics including:

- Parties involved and their relationships
- Key Contract Items
- Summary of Services
- Project Objectives
- Summary of Financial

2.1 Parties Involved

The primary parties involved in this Project are the City of St. Petersburg (The City) and its selected marine operations and consulting company, HMS Ferries, Inc. (HMS). The following organizational chart illustrates relations between the parties:

Inter-Business Relationships





2.2 Key Contract Items

- 2.2.1 Management and Operations Agreement City of St. Petersburg and HMS Ferries, Inc.
- 2.2.2 Ferry Vessel Charter HMS and Vessel Owner
- 2.2.3 Barge Dock Contracts HMS and Barge Company
- 2.2.4 Property/Landing Contracts City and terminal / land owners
- 2.2.5 HMS Services Agreements HMS and Fuel, Pump out, Cleaning, and Concessions
- 2.2.6 City Service Agreements Landside electrical and perimeter fencing
- 2.2.7 Marketing HMS and Marketing Partner

2.3 Summary of Services

The Project will provide scheduled passenger ferry service between St. Petersburg and Tampa, 7 days a week. Charters or excursion demonstration services may be offered to maximize passenger totals and revenue. HMS will provide a minimum of 32 one-way trips throughout the week.

The draft ferry schedule will be reviewed with the City to ensure it meets the needs of the entire Tampa Bay community. Of note, HMS learned a great deal from the six-month pilot project in regard to pricing and scheduling and the draft schedule is a result of the culmination of experience learned during the November 2017 – April 2017 pilot project.



2.4 Project Objectives

The primary objective of the Project is to provide safe and efficient passenger ferry transportation between St. Petersburg and Tampa Bay.

In providing no less than 32 one-way trips per week, HMS will adjust the *Cross Bay Ferry* schedule and pricing to meet the market demand for each month, as events in the Tampa Bay community influence ridership.

In addition, the Project will gain a wide range of information and data that can be used to further measure ridership demand and customer preferences. This information can further be used to define future service options and vessel design specifications, including such factors as optimal vessel size, speed, configuration, and amenities for future Tampa Bay ferry operations.

2.5 Financial Summary

HMS is proposing a three-year Business and Operations Plan, with the City' subsidy decreasing each year due to increased ridership and revenue. In learning from the Pilot Project, HMS is confident that the ridership and revenue for the 2018-2019 season will be at or above the Pilot Project revenue totals. By adapting the schedule and fares to maximize ridership, HMS is confident in the financial summary below.

The proforma for each year is below, along with the Revenue share model, which is equitable in sharing the risk in this project.

St. Pete - Tampa Ferry Project Project Cost Summary (2018-2019)

<u>Proforma</u>		<u>Notes</u>
<u>Vessel Ops</u>	\$ 685,598	Turn-Key: Includes vessel deliver and redelivery; vessel crew; fuel; oils; supplies.
Operational Mgmt and Admin	\$ 104,112	Includes: A dedicated, on site team, working just for this project; administrative reporting; ops reporting; customer service; ticketing; scheduling; community outreach.
<u>Sub-Total</u>	\$ 789,710	
Additional		
<u>Terminals</u>	\$ 82,622	Includes: Dock construction in St. Pete and Tampa; insurance; terminal supplies; terminal tent; ticket booths.
Marketing, Sales and Survey	\$ 75,000	
Sub-Total	\$ 157,622	
TOTAL PROJECT COSTS	\$ 947,332	
Credits: Minumun Revenue Credit	\$ 200,000	
Subsidy	\$ 747,33 <u>2</u>	
PAYMENT TERMS		
Initial Deposit		\$ 75,000 By Sept 15, 2018
Long Lead items & Mobe		\$ 75,000 Before Nov 1
Prior to Commencement of service		\$ 119,466 Before Dec 1
Prior to each month of service		\$ 119,466 Before Jan1
		\$ 119,466 Before Feb 1
		\$ 119,466 Before Mar 1
		\$ 119,466 Before Apr 1
		\$ 747,332

Note: If the net revenue projection exceeds \$400,000 the City will receive an end of season rebate for the 50-50 split for net revenue beyond \$400,000.

St. Pete - Tampa Ferry Project Project Cost Summary (2019-2020)

(DOCK IN ST. PETE SUPPLIED BY THE CITY)

<u>Proforma</u>			<u>Notes</u>
			Turn-Key: Includes vessel delivery and redelivery; vessel crew; fuel;
<u>Vessel Ops</u>	\$	685,598	oils; supplies.
Operational Mgmt and Admin	<u>\$</u>	98,907	Includes: A team dedicated just to this project; uniforms, ticketing; adminstrative reporting; operational reporting; scheduling; customer service; community outreach.
Sub-Total	\$	784,504	
<u>Additional</u>			
			Includes: Insurance; terminal supplies; terminal tent; ticket booths.
Torminale	Ċ	20 622	
<u>Terminals</u>	\$	38,622	
Marketing, Sales and Survey	\$	75,000	
Sub-Total	\$	113,622	
	•		
TOTAL PROJECT COSTS		900 136	
TOTAL PROJECT COSTS	\$	898,126	
Credits:			
Minimum Revenue Credit	\$	200,000	
Projected 50-50 split	\$	33,500	
Trojected 30 30 spire	Y	33,300	
Maximum Subsidy	\$	698,126	
Projeced Subsidy	, \$	664,626	
,,			
PAYMENT TERMS			
Initial Deposit			\$ 75,000 By Sept 15, 2019
Long Lead items & Mobe			\$ 75,000 Before Nov 1
Prior to Commencement of service			\$ 109,625 Before Dec 1
Prior to each month of service			\$ 109,625 Before Jan1
			\$ 109,625 Before Feb 1
			\$ 109,625 Before Mar 1
			<u>\$ 109,625</u> <u>Before Apr 1</u>
			\$ 698,126

St. Pete - Tampa Ferry Project Project Cost Summary (2019-2020)

(DOCK IN ST. PETE NOT SUPPLIED BY THE CITY)

<u>Proforma</u>		<u>Notes</u>
Vessel Ops	\$ 685,598	Turn-Key : Includes vessel delivery and redelivery; vessel crew; fuel; oils; supplies.
		Includes: A team dedicated just to this project; uniforms, ticketing; adminstrative reporting; operational reporting; scheduling;
Operational Mgmt and Admin	\$ 98,907	customer service; community outreach.
<u>Sub-Total</u>	\$ 784,504	
Additional		
		Includes: Dock contruction in St. Pete; insurance; terminal supplies;
<u>Terminals</u>	\$ 82,622	terminal tent; ticket booths.
Marketing, Sales and Survey	\$ 75,000	
Sub-Total	\$ 157,622	
TOTAL PROJECT COSTS	\$ 942,126	
Credits:		
Minamum Revenue Credit	\$ 200,000	
Projected 50-50 split	\$ 33,500	
Maximum Subsidy	\$ 742,126	
Projeced Subsidy	<u>\$ 708,626</u>	
PAYMENT TERMS		
<u>Initial Deposit</u>		\$ 75,000 By Sept 15, 2019
Long Lead items & Mobe		\$ 75,000 Before Nov 1
Prior to Commencement of service Prior to each month of service		\$ 118,425 Before Dec 1\$ 118,425 Before Jan1
rnoi to each month of service		\$ 118,425 Before Feb 1
		\$ 118,425 Before Mar 1
		\$ 118,425 Before Apr 1
		\$ 742,126

St. Pete - Tampa Ferry Project Project Cost Summary (2020-2021)

(DOCK IN ST. PETE SUPPLIED BY THE CITY)

<u>Proforma</u>			Notes
<u>Vessel Ops</u>	<u>\$</u>	<u>685,598</u>	Turn-Key : Includes vessel delivery and redelivery; vessel crew; fuel; oils; supplies.
			Includes: A team dedicated just to this project; uniforms, ticketing; adminstrative reporting; operational reporting; scheduling;
Operational Mgmt and Admin	\$	93,701	customer service; community outreach.
<u>Sub-Total</u>	\$	779,299	
Additional			
			Includes: Insurance; terminal supplies; terminal tent; ticket booths.
<u>Terminals</u>	\$	38,622	
Marketing, Sales and Survey	\$	75,000	
Sub-Total	\$	113,622	
TOTAL PROJECT COSTS	\$	892,921	
Credits:			
Minimum Revenue Credit	\$	200,000	
Projected 50-50 Split	\$	45,500	
Maximum Subsidy	\$	692,921	
Projected Subsidy	\$	647,421	
PAYMENT TERMS			
Initial Deposit			\$ 75,000 By Sept 15, 2020
Long Lead items & Mobe			\$ 75,000 Before Nov 1
Prior to Commencement of service			\$ 108,584 Before Dec 1
Prior to each month of service			\$ 108,584 Before Jan1
			\$ 108,584 Before Feb 1
			\$ 108,584 Before Mar 1
			\$ 108,584 Before Apr 1
			\$ 692,921

Note: If the net revenue projection exceeds \$400,000 the City will receive an end of season rebate for the 50-50 split for net revenue beyond \$400,000.

St. Pete - Tampa Ferry Project Project Cost Summary (2020-2021)

(DOCK IN ST. PETE NOT SUPPLIED BY THE CITY)

<u>Proforma</u>		<u>Notes</u>
<u>Vessel Ops</u>	\$ 685,598	Turn-Key : Includes vessel delivery and redelivery; vessel crew; fuel; oils; supplies.
		Includes: A team dedicated just to this project; uniforms, ticketing;
Operational Mgmt and Admin	\$ 93,701	adminstrative reporting; operational reporting; scheduling; customer service; community outreach.
<u>Sub-Total</u>	\$ 779,299	
Additional		
		Includes: Dock contruction in St. Pete; insurance; terminal supplies;
<u>Terminals</u>	\$ 82,622	terminal tent; ticket booths.
Marketing, Sales and Survey	\$ 75,000	
Sub-Total	\$ 157,622	
TOTAL PROJECT COSTS	\$ 936,921	
Credits:		
Minimum Revenue Credit	\$ 200,000	
Projected 50-50 Split	\$ 45,500	
Maximum Subsidy	\$ 736,921	
Projected Subsidy	\$ 691,421	
PAYMENT TERMS		
Initial Deposit		\$ 75,000 By Sept 15, 2020
Long Lead items & Mobe		\$ 75,000 Before Nov 1
Prior to Commencement of service		\$ 117,384 Before Dec 1
Prior to each month of service		\$ 117,384 Before Jan1
		\$ 117,384 Before Feb 1
		\$ 117,384 Before Mar 1
		\$ 117,384 Before Apr 1
		\$ 736,92 <u>1</u>

Note: If the net revenue projection exceeds \$400,000 the City will receive an end of season rebate for the 50-50 split for net revenue beyond \$400,000.



3 HMS St. Petersburg Operations

3.1 HMS Ferries – Management Team

The management support team offered by HMS will be the exact same professional On-Site management team off-site Management Support team as was provided in the Pilot Project. The on-site team's only job is to make the *Cross Bay Ferry* a success, and will not be pulled for other work. The On-Site team has the experience to hit the deck running and pick-up exactly where they left off during the Pilot Project.

3.1.1 (OFF-SITE) Project Support Team

HMS Ferries - Bainbridge Island, WA Office

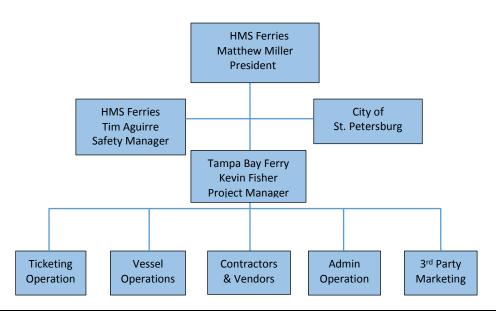
Contract Management Fleet Safety Officer Administrative Support Fleet Technical Support

3.1.2 (ON-SITE) Project Management

HMS St. Petersburg Office

Project Manager Administrative Manager Customer Service Manager Senior Master Safety Officer

Project Organization Chart



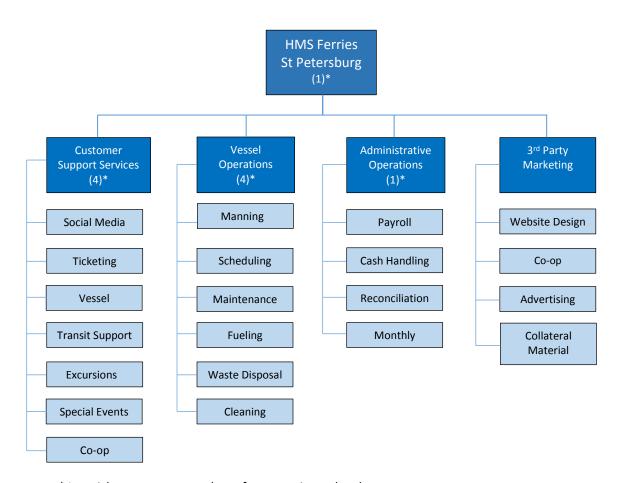


3.2 St. Petersburg Functional Operations

HMS local operations management and support team will be located in St. Petersburg. Key personnel will support administrative operations, customer services, and vessel operations, as well as manage third-party contracts and services and community outreach.

The following diagram outlines functional operations that are supported by the HMS St. Petersburg office:

St. Petersburg Functional Operations Diagram



^{*}Asterisk represents number of persons in each role

3.2.1 Project Manager

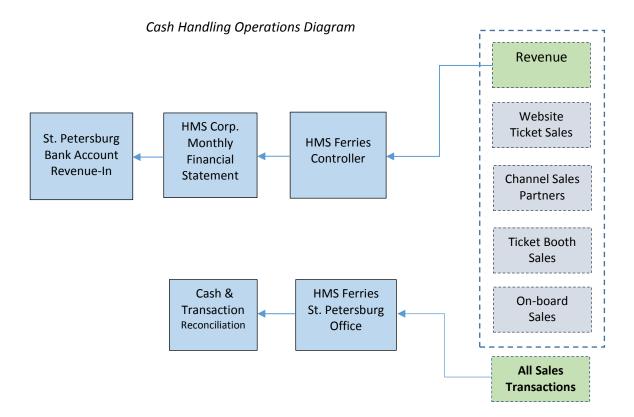
The Project Manager is responsible for all operations both onshore and afloat and insures effective and efficient controls are in place to insure safe and efficient vessel operations and accurate accounting of all business operations. The Project Manager is also responsible for implementing and



overseeing all relevant terms of project development and implementation as identified in the scope of the Operating Agreement. Regular reporting and communications will be maintained between the HMS St. Petersburg Office, HMS Corporate Offices, and the City of St. Petersburg. The Project Manager has no other duties other than management of the *Cross Bay Ferry*, which is not a model that many operators can offer.

3.2.2 Administrative Operations

The Administrative Support person is responsible for insuring all cash handling, reconciliation, monthly reporting and interfacing with the HMS Corporate Controller and client are accomplished accurately and efficiently. Standard Operating Procedures will specifically describe every step of the cash-handling operation.

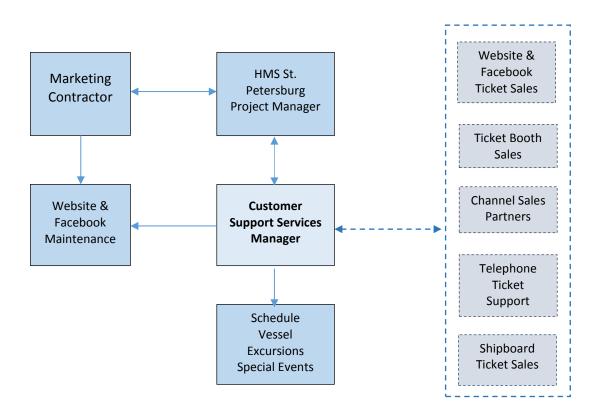




3.2.3 Customer Support Services

The Customer Support Manager will oversee the customer support line, and ticket booth operations, as well as interface with the co-op marketing participants. Additionally, this department will have day-to-day responsibility for Social Media content, the ferry operation's ticketing system, and interface with Third Party support vendors. The specific allocation of responsibilities between the Customer Support Manager and Marketing Contractor will be defined and determined during project mobilization.

Customer Support Services Diagram



3.2.4 Marketing Team

HMS has entered into an agreement to hire the services of Schifino Lee, a local marketing & public relations company that also handled all the marketing for the Pilot Project.

The Marketing Plan: Building upon the positive branding and the exceptional advertising and marketing associated with the *Cross Bay Ferry* Pilot Project, Schifino Lee has developed a multi-modal communications, marketing, and public relations program it will carry the Project to the next level. HMS has earmarked \$75,000 for each of the three-years, and believes the effective marketing plan is key to success of this project. Given Schifino Lee's close working relationship and expertise of the



marketing, outreach, and membership platforms of major visitor and business stakeholder groups in Tampa Bay, they have a proven history of success. This was most evident in their efforts during the Pilot Project. Their marketing plan includes working with stakeholders that include Visit St. Petersburg/Clearwater, Visit Tampa Bay, the Tampa Downtown Partnership, and the St. Petersburg Chamber of Commerce. Input on this matter was communicated by the Ybor City Chamber of Commerce, the St. Petersburg Downtown Partnership, the Tampa Bay Lightning, and Tampa Bay Rays.

The Marketing Plan is attached.

3.2.5 Vessel and Vessel Operations

In support of the Project, HMS has entered in a charter agreement with Bay State Cruise Company to provide the *Provincetown* passenger ferry, just as it did during the Pilot Project. <u>There simply is no other high-speed passenger ferry in the United States that meets the pristine quality and condition of the *Provincetown ferries*.</u>

The basic outline of inclusions and terms offered by Bay State Cruise Company include:

- Deliver vessel to Tampa Bay in October 2018
- Ensure U.S. Coast Guard Certificate of Inspection to conduct passenger operations in Tampa Bay
- Provide Master and Mate
- Provide crew housing, as well as travel costs to support crew rotation
- All vessel insurance required to operate, carrying passengers for hire, and indemnifying: City of St. Petersburg, City of Tampa, Hillsborough County and HMS Ferries
- Fuel for round-trip delivery of vessel to and from Tampa, as well as all regular preventative maintenance.



Vessel Specifications: Provided in Section 10



3.2.6 Chain of Command

The Chain of Command is the line of authority and responsibility along which orders are passed throughout the operation. Pertaining to vessel operations, the ship's Master has the overriding authority and is directly and ultimately responsible for the safety of the passengers, crew, and vessel. All vessel crew report directly to the Master, and issues related to the safety of the vessel, crew and passengers are brought to his or her immediate attention. The Master shall report all pertinent information to the Project Manager who in turn provides guidance and support to the Master for the safe operation of the vessel.

4 Service Description

4.1 St. Petersburg to City of Tampa Weekend Scheduled Service

Scheduled weekend transit between St. Petersburg and downtown Tampa is intended to run Friday, Saturday and Sunday. Preliminary sample hours of operation will include three round-trip services per day, with times to be adjusted as the season progresses.

Fare pricing will be based upon the recreational nature of this trip, but will range from \$10-\$5 for a one-way adult ticket, and lower fare for children, military, and seniors. For example, during the launch month of November 2018, HMS will offer an "Inaugural Promotion," with Adult fares reduced to \$5, and youth, senior, military \$3 each way.

4.2 St. Petersburg-Tampa Scheduled Weekday Service

In learning from the passenger demand from Pilot Project, HMS plans to provide flexible and adaptive scheduling throughout the performance period.

The Tampa terminal will be located at the Tampa Convention Center. This site is served during the week by the downtown circulating trolley (operating during the hours of the proposed commuter ferry service). Connecting service will also be facilitated by the introduction of the Downtowner this spring by the Tampa Downtown Partnership. This is an app-based service that will take passengers directly from the Tampa Landing to their place of employment within the central business district (CBD).

The base population commuting from the downtown St. Petersburg vicinity to the Tampa CBD appears to be relatively small, but growing, based on U.S. Census data. This limited potential supply of commuters may be compensated by the significant transportation congestion of major roadways during the winter months when both schools are in session and visitors are more numerous.

4.3 Charter and Specialty Cruises

Special ferry operations will be available for private and special events in Tampa Bay that originate out of St. Petersburg. Private events may include businesses or private parties who wish to contract the entire vessel. Special events may include New Year's Eve, Gasparilla, major sporting events, and the St.



Petersburg Grand Prix. Such service would be outside of the regular operating schedule and not affect the overall budget of this Project.

4.4 April Sports Service

The potential for Tampa Bay Lightning games and the first month of Tampa Bay Rays games presents unique opportunities for event service in April 2019. It may be desirable to amend all schedules to coincide with sports fan travel for these events during mid-week. Weekend schedules will be met to meet the travel demands for these games.

SCHEDULE & RATES



	SI.TETE TAMIA
Monday - Friday	UPDATED 06-01-18
St. Pete Departure —	12:00 PM
Tampa Departure —	1:15 PM
St. Pete Departure	
Tampa Departure —	
St. Pete Departure	
Saturday	
St. Pete Departure —	2:30 PM
Tampa Departure —	4:00 PM
St. Pete Departure	
Tampa Departure —	7:00 PM
St. Pete Departure —	
Tampa Departure —	
Sunday*	
St. Pete Departure —	10:00 AM
Tampa Departure —	———11:30 AM
St. Pete Departure —	4:30 PM
Tampa Departure —	6:00 PM
ONE-WAY FARES	
Adult Fare (18+)	-
Senior (65+)	•
Military (Active/Retired)	\$5.00
College Student (ID required)	\$5.00
Youth Fare (5-18)	\$3.00
Children (4 & Under)	

********* MAIDEN VOYAGE MONTH SPECIAL *****



5 Facilities and Terminals

5.1 St. Pete

The following is a description of the primary ferry landing and includes required modifications, at St. Petersburg

5.1.1 Location of proposed landing

A temporary 20' x 80' landing will be provided by using four (4) 10' x 40' barge units, which will be secured into place with "spuds" in the Vinoy Mooring Basin, in the similar fashion to the Pilot Project. The bathometric (underwater) survey for this area shows the depth quickly drops to 7.5' past the eel grass patch, then continues to drop to 13.7'. The vessel and landing would sit in approximately 11.7' of water.



Birdseye view of Vinoy Boat Basin.

Southwest View of Vinoy Basin



Northern Downtown View of Vinoy Basin





5.1.2 Barges - Modifications Required

Barge modifications include installing "D-rubber" style fenders mounted on steel "H" beams to the sides of the barges. HMS will manage the logistics for contracting the barges, their delivery to the Vinoy Basin location, and required barge modifications. The St. Pete dock is part of the HMS budget. This configuration proved extremely customer friendly during the Pilot Project.

5.1.3 Potential Adverse Conditions

Below is an eastern view of the entrance to Vinoy Mooring Basin. An eastern or northeast wind can generate chop that will carry into the basin. Chop can deflect and cause choppy wave action that would have adverse impacts on the ferry vessel and barges. The full severity of such action is unknown, particularly in the event of strong or gale-force winds. In the event it is viewed that such conditions represent a danger to the ferry vessel, it may be necessary to move the vessel to the Tampa Bay Landing until such conditions lessen.



Eastern Exposure to Vinoy Basin

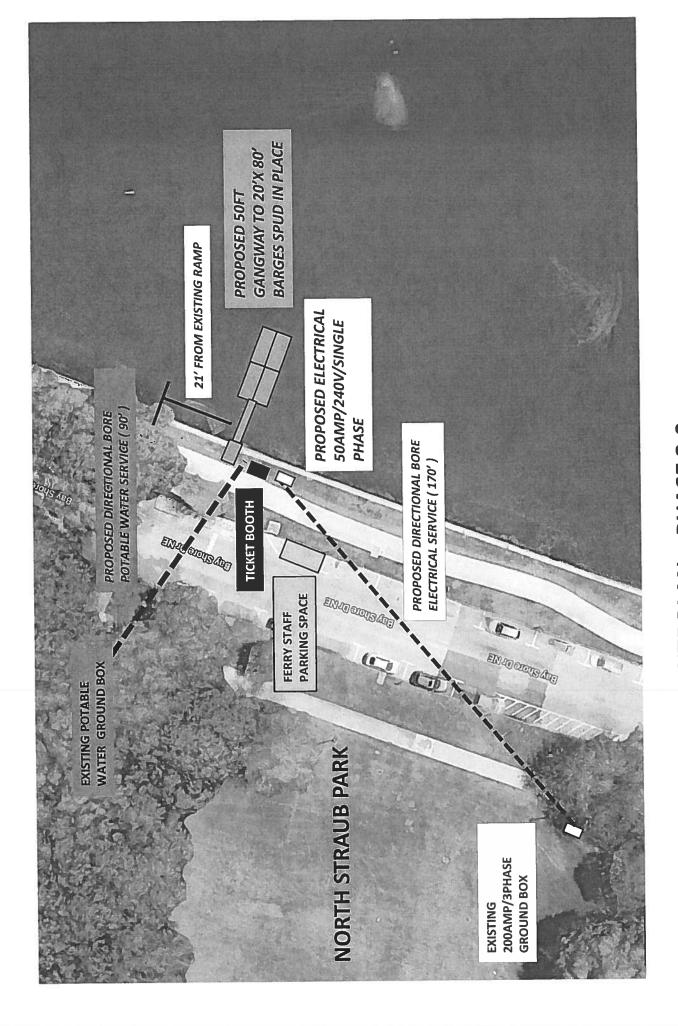
5.1.4 Loading Ramps

Passenger boarding ramps are required to facilitate transfer of passengers between the shore and ferry vessel at the Vinoy Basin Landing. An existing ramp will be used to connect the barge to the shore (provided a professional design review is accomplished), while a smaller ramp will be constructed to facilitate passenger loading from the barge to the vessel.

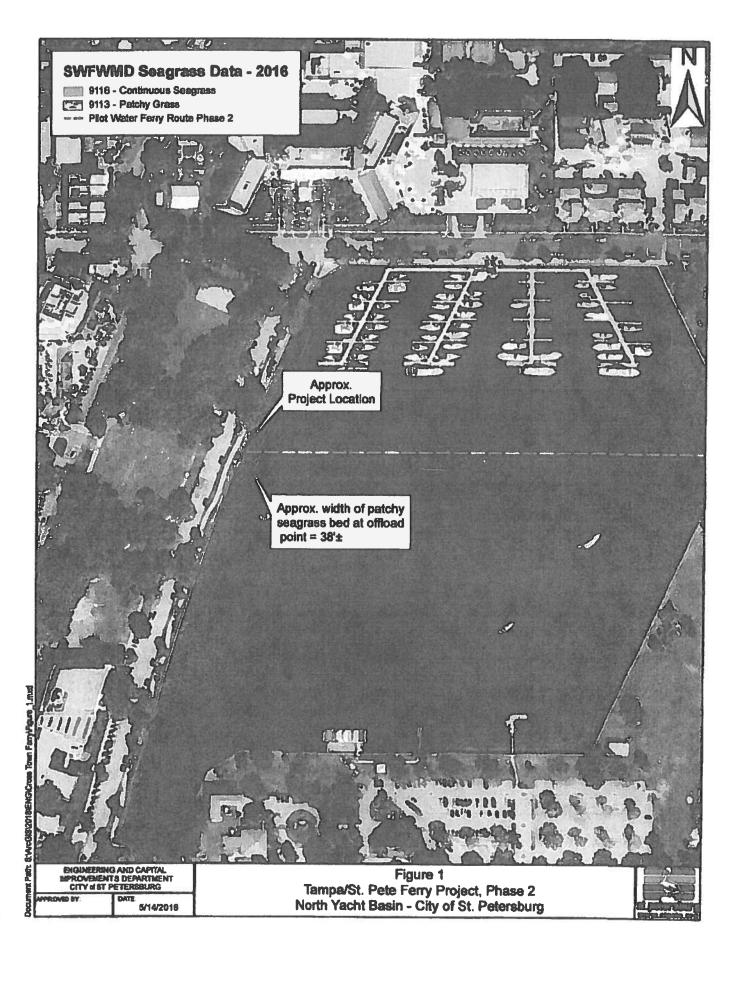
All ramps and brows are ADA compliant and are of the same design and specifications used in the Pilot Project.

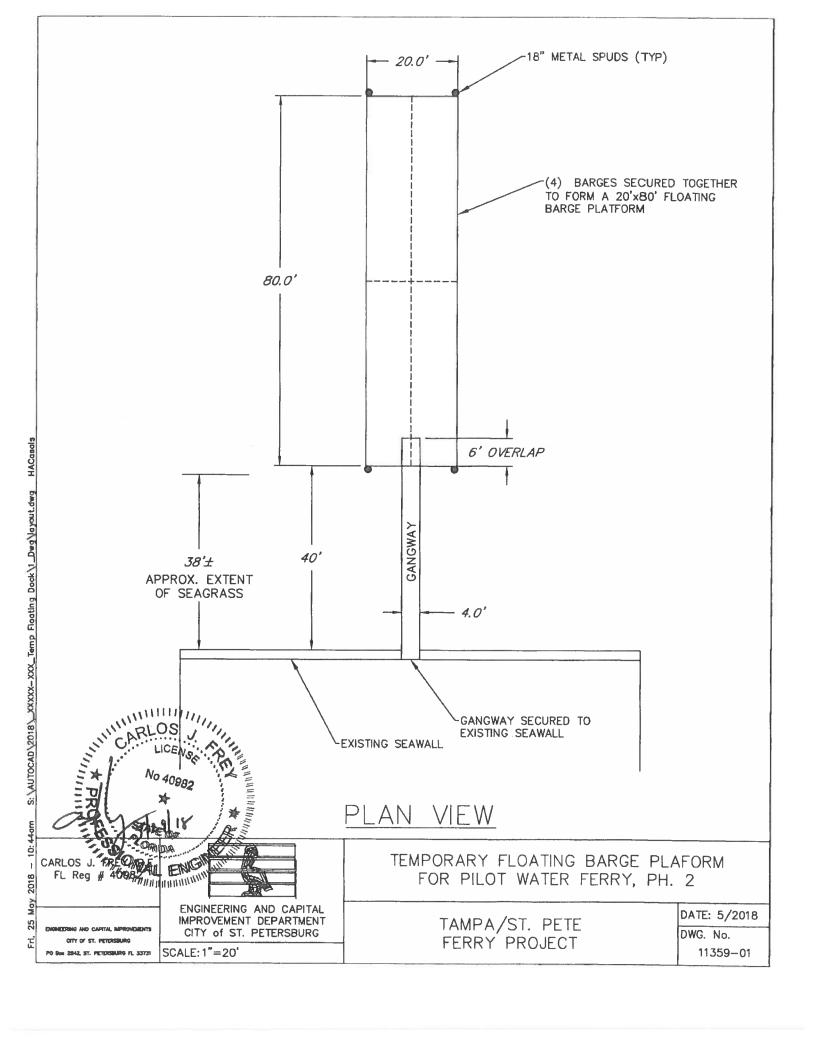
5.1.5 Utilities – Upgrade for water and electricity activation

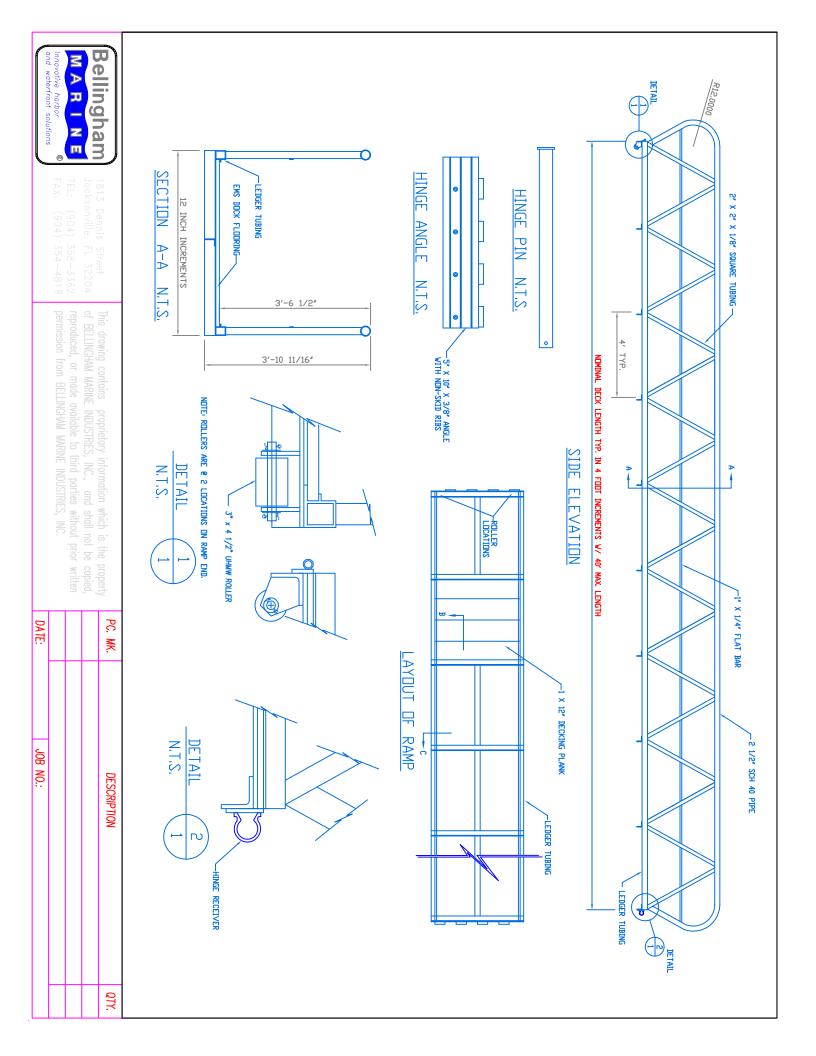
The City (through the Engineering department) is responsible for upgrading the existing utilities that will include water and power. Power requirements are 50-amp, 240VAC, single phase. The power station should accommodate a standard marine Hubble Style Connector. HMS will work with the City in making the shore side services acceptable for the *Provincetown IV*.



CROSS BAY FERRY – SITE PLAN – PHASE 2.0 395 BAY SHORE DR NE, ST PETERSBURG, FL







Date Appr.

1"=20'-0"

Mark

Description

CDS



5.1.6 Fueling and Waste Disposal

Fueling operations will be conducted via truck at the Vinoy Basin location subject to U.S. Coast Guard approval. The ferry vessel requires as much as 1,200-gallons of diesel fuel every other day. Additionally, a vacuum truck will be contracted for daily black-water/sewage pump outs.

5.1.7 Upland Facilities – Passenger Staging

HMS will provide a ticket booth in the boarding area. The surrounding area will need to be fenced for security and passenger control. The landing area will include appropriate and required safety features required by City Code and the Fire Marshall for a structure of this type. Additional minor sidewalk and passenger amenities will be installed by the City during project mobilization. Additional restroom facilities are not envisioned since permanent facilities are located near (a few hundred feet) the terminal.

5.1.8 Parking and Intermodal Transportation

Public parking spaces are available in both the St. Petersburg and Tampa area. There is ample parking adjacent to the St. Petersburg Terminal that can serve as the primary parking area. HMS will provide ferry terminal and parking wayfinding signage. Links to transit and other related transportation infrastructure will include The Downtown Looper and the Central Avenue Trolley. The Downtown Looper provides circulator services within the downtown area, while the Central Avenue Trolley provides service down Central Avenue to the beaches. Both have free fare zones within the downtown core area. The Downtown Looper Service, otherwise, is a nominal \$.50 per passenger. The Central Avenue Trolley costs \$.50 per person to the Grand Central Station, and \$2.25 per person out to the Tradewinds Resort and Pass-A-Grille. Pinellas Suncoast Transit Authority (PSTA) has indicated that it will work on developing a seamless marketing package and would evaluate the potential for discounted fares. There may also be significant opportunities to package combination bus and ferry tickets for beach hoteliers and destinations.

An HMS ticket agent will be staged at the Vinoy Dock during regularly scheduled transit hours or to support special events. Ferry advertising will encourage patrons to use the online ticketing system and/or Mobile Application, which allows the person to reserve a route for a specific date and time. Patrons will also be able to purchase tickets at the ticket booth on a first-come, first-serve basis, or purchase tickets for a later date.

5.1.9 Dock/Shore Side Regulatory Issues

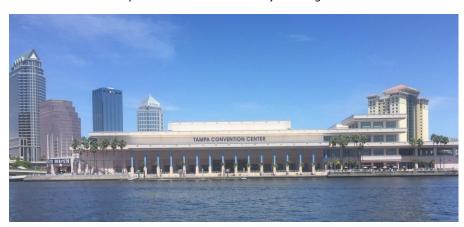
Proposed marine improvements associated with the St. Petersburg Terminal require review and approval by the Army Corps of Engineers (ACE), Florida Department of Environmental Regulation and possibly other agencies. The City has stated it will assume responsibility for leading the dock/shore side permitting



5.2 Tampa

5.2.1 Landing

The Tampa service will dock alongside several different locations depending on the service and events in Tamap. Routine service will be accomplished either on the Seawall directly in front of, and managed by, the Tampa Convention Center (TCC) or Jackson's Landing. HMS has a current agreement with the TCC to allow use of both locations. Jackson Landing provides ancillary amenities, including a covered public area with bathroom facilities, as well excellent visibility during convention events.



Tampa Convention Center Ferry Landing

5.2.2 Identify landing modifications for ferry vessel

Minor modifications are already in place to land at the TCC's Seawall. These modifications include mounting three "D" style fenders directly to the face of the seawall, which were used successfully in the Pilot Project.



The Seawall has proper bollards and cleats installed to accommodate docking. Three fenders are installed and to accommodate passengers.



5.2.3 Specifications to manufacture aluminum loading ramp

Loading and unloading will be accommodated by both forward and aft loading gates. To facilitate boarding, upon arriving at the slipwall, two 6' boarding ramps will be positioned to accommodate passenger loading and unloading. All ramps are ADA compliant.



Boarding ramp for Tampa Convention Center

5.2.4 Utilities

Both power and water is available at the Seawall. The convention center can accommodate either 208V 3-phase or 480 VAC.

5.2.5 Upland Facilities – Passenger Staging - Covered Areas / Benches

Passenger comforts, including bathroom facilities, are readily available in the immediate area.







5.2.6 Parking – Identify public parting for Ferry Operations

There is an abundance of parking facilities proximate to the TCC terminal. These include the public and privately-owned parking facilities in the table below.

Parking Options for Tampa Convention Center Ferry Landing

Facility	Owners	Spaces	Rates
Tampa Convention	City of Tampa	465	\$1.60/hr \$9.50 max
Center			
South Regional Garage	City of Tampa	1000	\$1.60/hr \$9.50 max
Ft. Brooke Garage	City of Tampa	2500	\$1.60/hr \$9.50 max
Lightning	Lightning Properties	> 250	Variable
Florida/Water Street	Limited		
Surface Lot			

While there is an abundance of supply, parking capacity can be quite limited, and street congestion is significant on weekend nights when there is an event at Amalie Arena and/or concurrent event at the TCC. Generally speaking, the Ft. Brooke Garage has parking spaces available even during these peak times. HMS has also identified opportunities for remote private sector parking lots at the south end of downtown. These options can be further identified and developed if the need arises. In addition, the availability of high quality transit connections to the TCC terminal during operating hours provides an opportunity for additional remote parking as part of a ferry/transit coordination program.

5.2.7 Links to Transit

The TCC Terminal is directly proximate to the Tampa Streetcar system, which operates during the same operating hours as the St. Petersburg-Tampa weekend ferry service. The Greco Plaza Street car stop is a few minutes' walk from the TCC Ferry Terminal. Service is provided to Channelside and Ybor City. A roundtrip streetcar ticket costs \$5.00 per person. This price is likely to be discounted for ferry passengers. The streetcar system can add capacity, should there be market demand for doing so. The streetcars operate every twenty minutes.

The Tampa Downtown Partnership will also be operating an on-demand Downtowner Shuttle program using six-passenger electric low-speed vehicles. This is a free service that could potentially meet ferry passengers at the TCC and take them to a variety of destinations in the core downtown area. This is an app-based service that would also be advertised on the Project's website. This service would likely be available during all scheduled ferry operating hours.

There are several water taxi companies operating at or near the TCC. These include the Tampa Pirate Water Taxi service, which provides scheduled service during the Pilot Project operating hours. An all-day pass is \$15/adult, \$8 per child. The Pirate Water Taxi operates from its own dock at TCC.



The Tampa Water Taxi Company operates on an on-demand basis and provides both tours and group transportation. It can pick up passengers at the TCC docks.

5.2.8 Ticket Services

A ticket booth will be located in vicinity of the vessel, either outside under covered area or inside in the public area. It will consist of a desk on casters, i-Pad, credit card scanner, and a Bluetooth printer for printing tickets. For more ticketing information please refer to "Ticketing Section," page 22.

6 Ticketing System

Key functionality, required when sourcing a ticketing system, is the ability to reserve individual runs by date and time. Additionally, the ticketing system will serve to support the project's marketing and sales program. The same online, mobile app, and point of sale ticketing system used in the Pilot Project will be used again for this Project. An overview of the ticketing system functionality is provided below.

Ticketing Flexibility Interface **Fully-integrated Ticketing** Website & Facebook System Smartphone App **Customer Support Transit Sales** Reserve by Route Walk-up sales Reserve by Trip **Excursions** Smart Phone App **Private Events** Reserve Vessel **HMS Customer Service** Co-op Sales Channels Reserve: Date & Time **Block Reservations**

Specialized functionality

 Design / Customization: HMS will use the same mobile app and online ticketing and reservations systems it used for the Pilot Project.



- **Channel Sales Tracking:** Track ticket sales and transactions by each sales channel such as each ticket booth or other ticketing stations.
- **Automated Email:** Completely customize automated emails (follow-up, confirmations, reminders, lists co-op marketing participants in the area traveling), help drive more TripAdvisor reviews.
- **Mobile-Optimized**: In addition to the website sales functionality, the ticketing system provides smartphone optimization.
- Mass Emails & Refunds: Email all parties under a specific reservation at one time (cancellation, bad weather, etc.). Full or customized refunds with just one click
- Others: Promo codes, digital gift card system, complete customer lists, etc.

7 Marketing & Advertising

7.1 Overall Approach

A well-designed and executed Communication, Public Relations, and Marketing Plan is essential for the success of the Project.

See the attached Marketing Strategy from our Marketing Partner, Schifino Lee.

7.1.1 Marketing Plan Timeline and Elements

The key benchmarks of the Marketing Plan are as follows:

July 8th	Finalization of Communication, Public Relations, and Marketing Plan
August 1	Soft launch of Project website and co-operative marketing outreach program
September 1st	Initiation of on-line retail ticket sales
October 1st	Pre-operational media and market activities commence as per the Marketing Plan
Week of	Pre-revenue service promotional and VIP events
October 17th	
November 1	Commencement of revenue service
November-	Implementation of post-start up public relations and marketing initiatives
April	

These dates will be adjusted as necessary to reflect Project implementation schedules.

Brand - The *Cross Bay Ferry* Brand Marketing Contractor will be responsible for branding the Pilot Ferry project. HMS has undertaken initial strategic steps to preserve likely URL's. Other options may be explored and developed by the Marketing Contractor.

Website - The Marketing Contractor will be responsible for working closely with HMS to develop a website that has full functionality and integration capabilities with the ticketing system adopted by HMS.



Social Media - The Marketing Contractor will be responsible for developing and implementing a robust social media campaign that integrates with both Market Stakeholders and co-operating marketing partners.

Co-operative Marketing Program - HMS has taken preliminary steps to gauge the market interest in the proposed renewal of service and the potential for co-operative marketing programs. As with the pilot project, numerous businesses have indicated that they would likely participate in a co-operative marketing campaign to support the Project. Under such a program, businesses would offer discounts to ferry passengers and promote the ferry service in exchange for inclusion of such businesses in the marketing program.

Public Relations and Communication Plan – HMS and Schifino Lee will be responsible for executing the attached public relations and communications strategy. Part of this may entail a public education component related to water transportation, Tampa Bay Estuary, and water quality issues.

Sponsorship Program – HMS and Schifino Lee will evaluate and develop a sponsorship program similar to what was used for the Pilot Project.



8 Routes

8.1 Distances between Ferry Landings

The following routes have been identified to support scheduled service and excursion routes:

Route	1-Way Travel Time	Distance in NM
St. Petersburg to Tampa	55-minutes	18.13 NM

8.2 Summary of Route

The route cross shallow open bay waters, and intersect with deep water channels.

Route Distances	11.23 ~ 31.07 nm			
Route Description	Crossing open bay waters (average 12-ft) to intersect with major channel			
	(Deep Water Range) connecting St. Petersburg with Downtown Tampa.			
Speed Restrictions	No wake zone from southern tip of Harbour Island to Platt Street Bridge			
	During winter months vessel operator needs to be especially careful of			
	manatees. Speed restrictions also in place in the manatee WWAA in and			
	around Apollo Beach.			
Weather Routing	Local USCG may shutdown service due to heavy sustained winds or			
	weather conditions. Shallow waters are susceptible to heavy chop			
	occurring rather quickly with NE or SW winds.			
Navigational	Generally only other commercial traffic, including containerships, tug-			
Hazard	barge, commercial fishing vessels, and miscellaneous recreational			
	vessels. Depending on lunar cycle and wind direction, semi-diurnal tides			
	can cause lower or higher than regular tides.			
Hurricane Prepared	While hurricane and tropical storms are likely from June through			
	November, the Tampa Bay area seems most vulnerable in June and			
	October. During the Pilot Project's months of operations, cold fronts			
	may bring one or two freezes. These fronts may produce showers and			
	strong, gusty winds; gales remain infrequent.			



9 Regulatory Issues

This task will identify relevant regulatory issues and comment on potential strategies.

Location	Regulatory	Permit Type	Proposed	Processing	Permit Fees
	Agency		Deadline	Time Frame	
St.	DEP	Environmental	June 1, 2018	30 Days	
Petersburg	Army Crops	Resource			
		Permit			
U.S. Coast	Sector St.	New to Zone	Oct 28, 2018		
Guard	Petersburg	COI			

27



10 Ferry Vessel

Building on the success of the last ferry project, HMS has again secured a *Provincetown* ferry for this Project, and has an agreement with the vessel owner. These ferries are state of the art, high-speed, 149-passenger catamaran ferry that provides a world class customer experience, that includes food and beverage service. She is a U.S.-built, U.S. Coast Guard certified vessel, inspected under the requirements of 46 CFR, Sub-Chapter T (Small Passenger Vessels).

HMS cannot stress enough that no other vessel meets the quality and professionalism as the *Provincetown* ferry. It is imperative that the City inspect any other vessels being proposed to ensure there is an "apples to apples" comparison of vessels.

10.1 Vessel Description - Provincetown Ferry

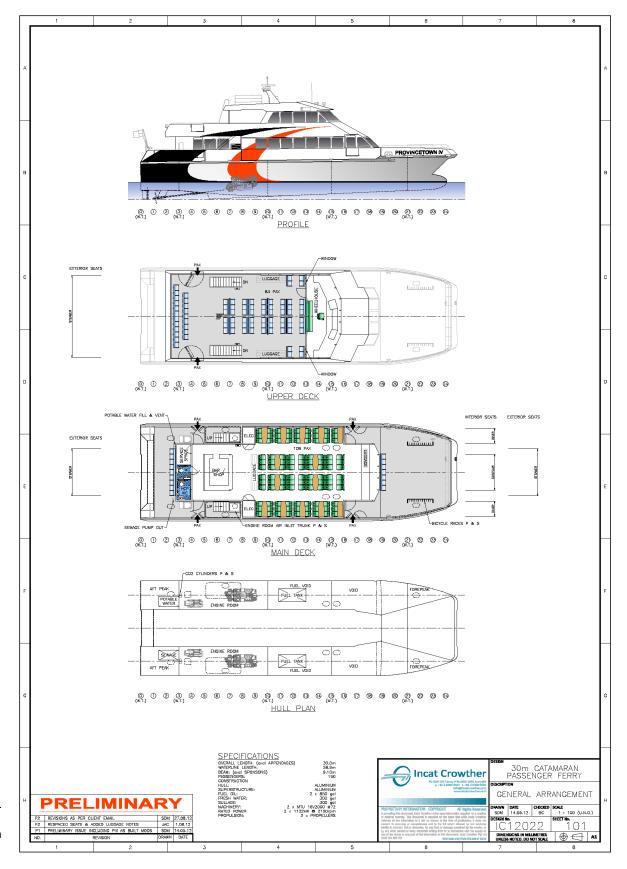




Passenger Ferry Provincetown IV

Year Built:	2013, Gladding Hearn Shipyard
Length:	98'
Beam:	33'
Draft:	7'
Propulsion:	Propellers
Speed:	27 knots cruise, 29 knots top speed
Fuel Consumption:	140 gph at 29 knots
Engines:	MTU 162000 M72
Horsepower:	2 x 1,950 hp
Electrical Service:	Two Onan 30kw generators
Seating:	108 interior, 100 exterior
Passenger Capacity:	149 (USCG Sub-Chapter T regulations)
Additional Features:	Full Galley/Bar, Luggage Racks, MDI Ride Control,







Bicycle Racks



Interior and Exterior Seating







Food & Beverage Bar

10.2 Vessel Maintenance

10.2.1 Preventative Shore-side Support

Time will be scheduled to insure that sufficient time is available for preventative maintenance. The ship's Master is responsible for maintaining the vessel and the Project Manager is responsible for scheduling. Maintenance will include shore-side, fueling, main engine, and auxiliaries servicing. While a 3rd party contractor is budgeted for weekly interior cleaning, the ship's crew will conduct routine cleaning and exterior cleaning of the vessel.

10.3 Crew Manning

The ship's crew consists of USCG licensed and unlicensed crew:

10.3.1 Licensed Crew

The ship's Master is a USCG licensed crew. The vessel is staffed with two rotating crew, scheduled 6-weeks on duty and 2-weeks off-duty. Two additional crew will be hired locally.



10.3.2 Deckhands

While HMS crew are trained deckhands and must complete rigid qualifications, USCG licensing is not required. Depending on local availability of crew, they may be local or rotating personnel.

10.3.3 Food and Beverage

The ferry vessel has the facilities to provide limited food and beverage service during ferry trips, to include wine, beer, soft drinks, and limited food service.

The City of St. Petersburg will receive 5% of the net sales concession revenue.



11 Budget

The budget for the Project consists of three main areas.

11.1 HMS Fixed Costs

The HMS Fixed costs budget include:

- Vessel Ops: Ferry vessel charter and crew, including routine maintenance, fuel, oils and insurance
- Operations Management and Administration: Includes program management and administration, including office expenses and general liability included
- Terminals: Includes construction of St. Pete dockage and Tampa seawall configuration, ramps, gangways, ticket booths.
- Marketing, Sales, Survey: This is the Schifino Lee Marketing Plan.

11.2 Revenue Credits

HMS will provide the City Credits for:

• Revenue Sharing in accordance with the revenue share model. It should be noted that the City's minimum revenue credit is \$200,000.

11.3 Client Costs

The only cost that is the responsibility of the City is preparing the small area shoreside in St. Pete and the electrical and water supply in St. Pete.

The proforma for each of the three seasons and the Revenue Share Model is attached.



	e Projections And Share Model						
Net Revenue Revenue Share to the City							
Net Revenue	\$175,000 Revenue Credit						
0 – \$400,000	(regardless of revenue up to \$400,000)						
+ Net Revenue	Additional 50% - 50% Split						
\$400,000 and beyond	of all net Revenue beyond \$400,000						

Projected 1	Net Revenue and Revenue Share S	chedule
2018-2019	Projected Net Revenue	Net Revenue Share
Ferry Service	\$350,000	
Specialty Service	\$30,000	
Onboard Concession Fee	\$5,000	
Corporate Sponsorships	\$7,000	
Total Net Revenue	\$392,000	\$175,000
2019-2020	Projected Net Revenue	Net Revenue Share
Ferry Service	\$420,000	
Specialty Service	\$40,000	
Onboard Concession Fee	\$7,000	
Corporate Sponsorships	\$10,000	
Total Net Revenue	\$477,000	\$213,500
2020-2021	Projected Net Revenue	Net Revenue Share
Ferry Service	\$450,000	
Specialty Service	\$35,000	
Onboard Concession Fee	\$7,000	
Corporate Sponsorships	\$10,000	
Total Net Revenue	\$501,000	\$226,000



Positioning

Promote the Cross-Bay Ferry as a fun, onthe-water experience...a destination day-trip for residents and tourists alike.



Logo

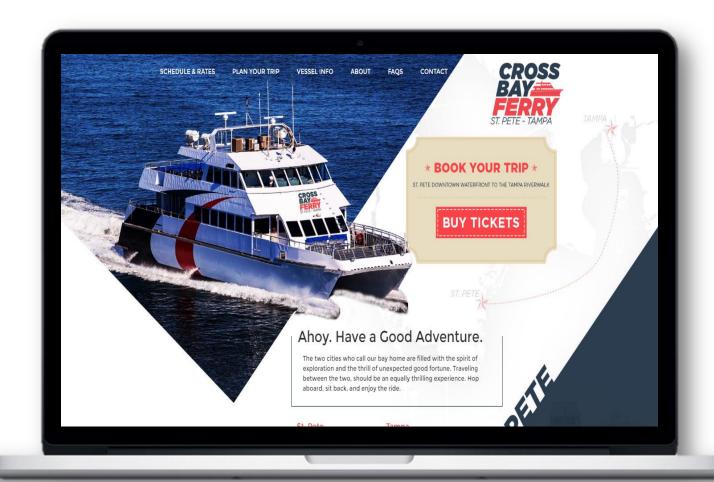




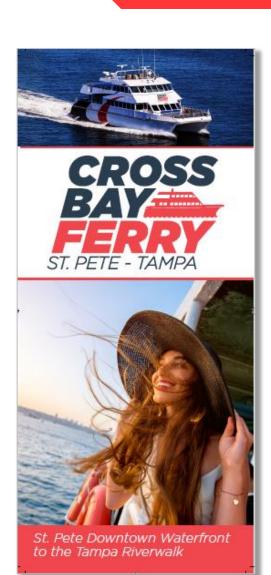


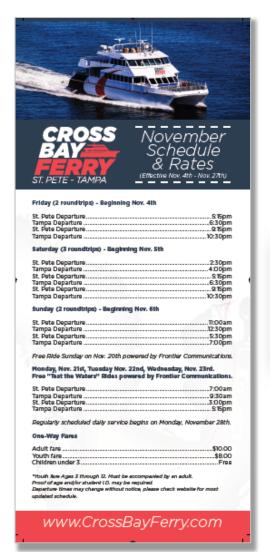
St. Petersburg

Website



Collateral







Promotional Tickets

Rack Card

Media Partner Sponsorships











Print Ads





Half-Page Print Ads

Digital Ads





LET SOMEONE **ELSE** TAKE THE WHEEL.

BUY TICKETS





LET SOMEONE ELSE TAKE THE WHEEL.

BUY TICKETS

Digital Banner Ads on TampaBay.com

Billboards



Billboards



TV Commercial (:30)





https://www.youtube.com/watch?v=u5hTManJb4Q

Radio Script

Get ready to indulge in adventure.



The new Cross-Bay Ferry is now running between downtown St. Petersburg and downtown Tampa.

Passengers enjoy a unique on-the-water experience as they cruise the bay to our cities' best museums, restaurants, parks and galleries.

Whether you're on a date or a day trip...
taking in a game or an event...
or just looking to feel that salty breeze in your hair...
set sail aboard the Cross-Bay Ferry today.



For more information and to buy tickets, visit Cross Bay Ferry dot com.

Social Media Platforms















Promo Vouchers





Town Hall Invitations



ST. PETE-TAMPA FERRY PROJECT TOWN HALL MEETING

YOU'RE INVITED TO ATTEND

Members of the Cross-Bay Ferry team will present the St. Petersburg-Tampa ferry pilot project to hospitality, restaurant and tourism industry leaders. You are invited to a special presentation to learn about the project and how it can help your bottom line. You will hear about the schedule, the project's marketing plan, and the exciting co-op marketing opportunities than can increase your market profile and drive business to your door.

Ybor City Development Corporation 2015 E. 7th Ave., Tampa, FL 33605 Wednesday, October 5, 2016, from 3 to 4 p.m.

RSVP to RSVP@schifinolee.com

Sponsored by:







Ybor City

ST. PETE-TAMPA FERRY PROJECT TOWN HALL MEETING YOU'RE INVITED TO ATTEND HMS Ferries and Schiffino Lee will present the St. Petersburg-Tampa ferry pilot project to hospitality, extended to the standard of the standard schiffino Lee will present the St. Petersburg-Tampa ferry pilot project to hospitality.

HMS Ferries and Schiffino Lee will present the St. Petersburg-Tampa ferry pilot project to hospitality, restaurant and tourism industry leaders. You are invited to a special presentation to learn about the project and how it can help your bottom line. You will hear about the schedule, the project's marketing plan, and the exciting co-op marketing opportunities than can increase your market profile and drive business to your door.

> Tampa Embassy Suites @ Tampa Convention Center Wednesday, September 28, 2016 3:00 - 4:00 p.m.

> > RSVP to RSVP@schifinolee.com









Tampa

ST. PETE-TAMPA FERRY PROJECT TOWN HALL MEETING

YOU'RE INVITED TO ATTEND

HMS Ferries and Schiffino Lee will present the St. Petersburg-Tampa ferry pilot project to hospitality, restaurant and tourism industry leaders. You are invited to a special presentation to learn about the project and how it can help your bottom line. You will hear about the schedule, the project's marketing plan, and the exitting co-op marketing opportunities than can increase your market profile and drive business to your door.

> Hotel Indigo 234 3rd Ave N, St. Petersburg, FL 33701 Tuesday, September 27, 2016 3:00 - 4:00 p.m.

RSVP to RSVP@schifinolee.com

Sponsored by





St. Petersburg

Press Conference

Launch Press Conference at Schifino Lee





PR Articles



Tampa-St. Pete high-speed ferry service launching this fall

WFLA - Sep 21, 2016

TAMPA, Fia. (WFLA)— A traffic-free commute from downtown Tampa to St. Petersburg will soon be a reality for those in the Bay Area. On Wednesday moming, major developments about high speed ferry service pilot project were released by officials.



All Aboard! The 'Cross-Bay Ferry' is now reality, important dates and service info released

ABC Action News - Sep 21, 2016

Starting October 15th, you can purchase tickets to travel on the brand new "Cross-Bay Ferry" from the St. Pete River Basin to the Tampa Riverwalk. The new ferry service,

designed for day-tripping locals, sports fans and tourists, will begin on November ...



Tampa to St. Petersburg ferry service to begin on November 4

SaintPeters Blog (blog) - Sep 21, 2016

Organizers behind a ferry service that will take commuters from downtown Tampa to downtown St. Petersburg provided more details on Wednesday about the service, beginning with giving it a formal title — "The Cross-Bay Ferry." At a news conference

held...



Tampa-St. Pete ferry hits the water in November

FOX 13 News, Tampa Bay - Sep 21, 2016

TAMPA (FOX 13) - There's finally a time frame for the much talked about ferry service between Tampa and St. Petersburg. The ferry will arrive next month. Starting in early November, the ferry will run on the weekends. Then by the end of November, it ...



New details about the Cross-Bay Ferry

WTSP.com - Sep 21, 2016

There are two roundtrips from St. Pete to Tampa Monday through Thursday. The 7 a.m. departure and 5:15 p.m. return is geared to commuters. "We're going to work very closely with the downtown partnerships to identify commuters and price it so it's ...

2018/2019 Program Elements



Logo Artwork e-Commerce Website Collateral Materials Media Advertising: - Television Ads - Radio Ads - Magazine Ads - Newspaper Ads - Outdoor Billboard Ads - Digital & Mobile Ads Social Media Platforms: - Facebook - Twitter - Instagram Public Relations: - Launch Events, i.e. Press Conference & Town Meetings - Press Announcements/Releases		
Collateral Materials Media Advertising: - Television Ads - Radio Ads - Magazine Ads - Newspaper Ads - Outdoor Billboard Ads - Digital & Mobile Ads Social Media Platforms: - Facebook - Twitter - Instagram Public Relations: - Launch Events, i.e. Press Conference & Town Meetings - Press Announcements/Releases	Logo Artwork	
Media Advertising: - Television Ads - Radio Ads - Magazine Ads - Newspaper Ads - Outdoor Billboard Ads - Digital & Mobile Ads Social Media Platforms: - Facebook - Twitter - Instagram Public Relations: - Launch Events, i.e. Press Conference & Town Meetings - Press Announcements/Releases	e-Commerce Website	
- Television Ads - Radio Ads - Magazine Ads - Newspaper Ads - Outdoor Billboard Ads - Digital & Mobile Ads Social Media Platforms: - Facebook - Twitter - Instagram Public Relations: - Launch Events, i.e. Press Conference & Town Meetings - Press Announcements/Releases	Collateral Materials	
- Radio Ads - Magazine Ads - Newspaper Ads - Outdoor Billboard Ads - Digital & Mobile Ads Social Media Platforms: - Facebook - Twitter - Instagram Public Relations: - Launch Events, i.e. Press Conference & Town Meetings - Press Announcements/Releases	Media Advertising:	
- Magazine Ads - Newspaper Ads - Outdoor Billboard Ads - Digital & Mobile Ads Social Media Platforms: - Facebook - Twitter - Instagram Public Relations: - Launch Events, i.e. Press Conference & Town Meetings - Press Announcements/Releases	- Television Ads	
- Newspaper Ads - Outdoor Billboard Ads - Digital & Mobile Ads Social Media Platforms: - Facebook - Twitter - Instagram Public Relations: - Launch Events, i.e. Press Conference & Town Meetings - Press Announcements/Releases	- Radio Ads	
- Outdoor Billboard Ads - Digital & Mobile Ads Social Media Platforms: - Facebook - Twitter - Instagram Public Relations: - Launch Events, i.e. Press Conference & Town Meetings - Press Announcements/Releases	- Magazine Ads	
- Digital & Mobile Ads Social Media Platforms: - Facebook - Twitter - Instagram Public Relations: - Launch Events, i.e. Press Conference & Town Meetings - Press Announcements/Releases	- Newspaper Ads	
Social Media Platforms: - Facebook - Twitter - Instagram Public Relations: - Launch Events, i.e. Press Conference & Town Meetings - Press Announcements/Releases	- Outdoor Billboard Ads	
- Facebook - Twitter - Instagram Public Relations: - Launch Events, i.e. Press Conference & Town Meetings - Press Announcements/Releases	- Digital & Mobile Ads	
- Twitter - Instagram Public Relations: - Launch Events, i.e. Press Conference & Town Meetings - Press Announcements/Releases	Social Media Platforms:	
- Instagram Public Relations: - Launch Events, i.e. Press Conference & Town Meetings - Press Announcements/Releases	- Facebook	
Public Relations: - Launch Events, i.e. Press Conference & Town Meetings - Press Announcements/Releases	- Twitter	
- Launch Events, i.e. Press Conference & Town Meetings - Press Announcements/Releases	- Instagram	
- Press Announcements/Releases	Public Relations:	
	- Launch Events, i.e. Press Conference & Town Me	etings
BUDGET \$75,000	- Press Announcements/Releases	
BUDGET \$75,000		
BUDGET \$75,000		
BUDGET \$75,000		
	BUDGET	\$75,000

2018/2019 Preliminary Timeline



ST. PETE - TAMPA									_												_			_							_		
		Ju	ıly			Αu	igust	:	S	Sept	em	ber		С	ctol	ber		No	ver	nber		Decer	nber		Jan	uary	, I	Feb	brua	ry		Ma	arch
	1	L 8	15	22	29	5	12	19 20	6	3 10	17	7 24	30	7	14	21	28	2	12	19	26	4 11	18 2	.5 1	l 8	15	22	29	7 1	4 21	. 3	10	17 2
Creative Materials	Т			PROD	UCTI	ON			T	Τ			Π						T		T		Т	T		T	T	Т	T	Т	П	Т	\top
Website			w	EBSITE	E UPE	OATES	;		Т		L/	AUNC	H PF	RE-S	ALES	;	TICKET SALES & UPDATES																
Public Relations	PLANNING PRE-LAI											UNC	Н						SUSTAINING														
- Press Releases																																	
- Co-Op Marketing																																	
- Social Media																																	
Media Advertising	PLAN PRODUCE / TRAFFIC																				ONGOIN	CEN	MENT	-									
- Radio																																	
- Print																																	
- Online																																	
- PSA Campaign																																	
Collateral	CREATE / PRINT																					ISTRIB	UTION										

THANK YOU

511 west bay street | suite 400 | tampa, florida 33606

