

The Cross Bay Ferry Inter-City Service



Interlocal Agreement FY 2023

Pinellas County
Hillsborough County
City of Tampa
City of St. Petersburg



May 5, 2022

Existing Ferry Agreement FY 22 – 25



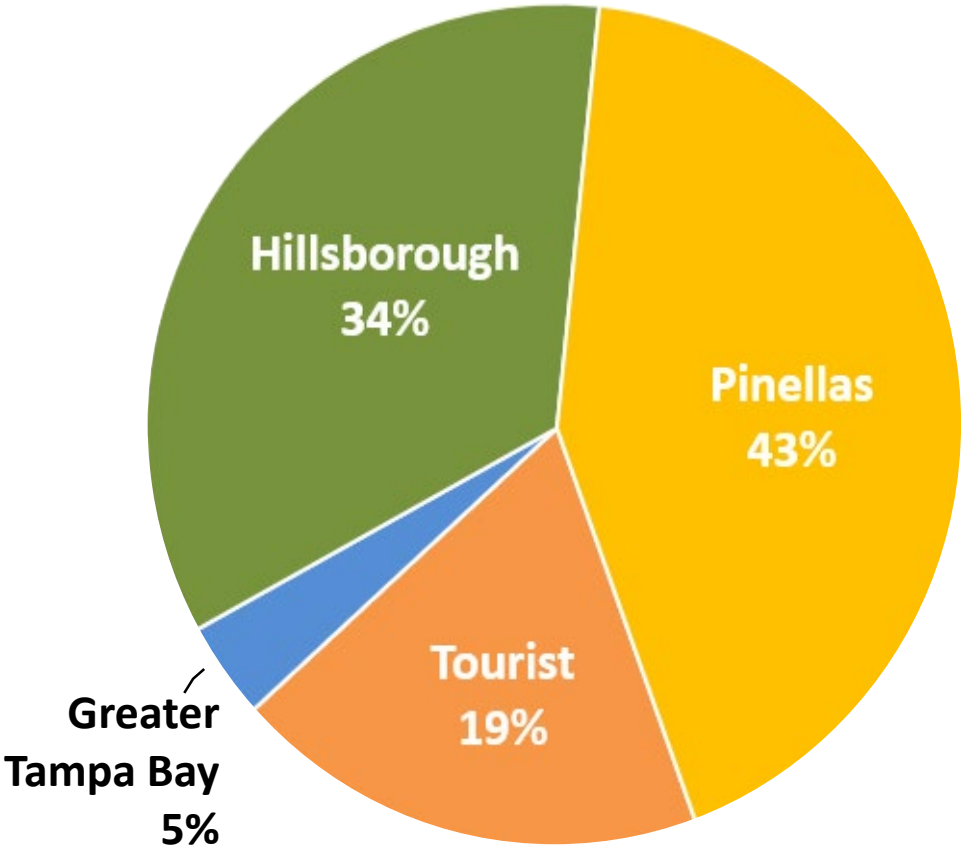
- **Seasonal ferry beginning October 1, 2021 and extends by 1 month in Years 2 and 3 until 12 full months in Year 4**
- **Subsidy amounts are equal for each local government**
- **Funding from FDOT will be sought to offset future year funding commitments**

Year	Term	Subsidy per Partner	Total Subsidy	Season Length
1	FY22	\$175,000	\$ 700,000	8 months
2	FY23	\$190,000	\$ 760,000	9 months
3	FY24	\$202,500	\$ 810,000	10 months
4	FY25	\$255,000	\$1,020,000	12 months

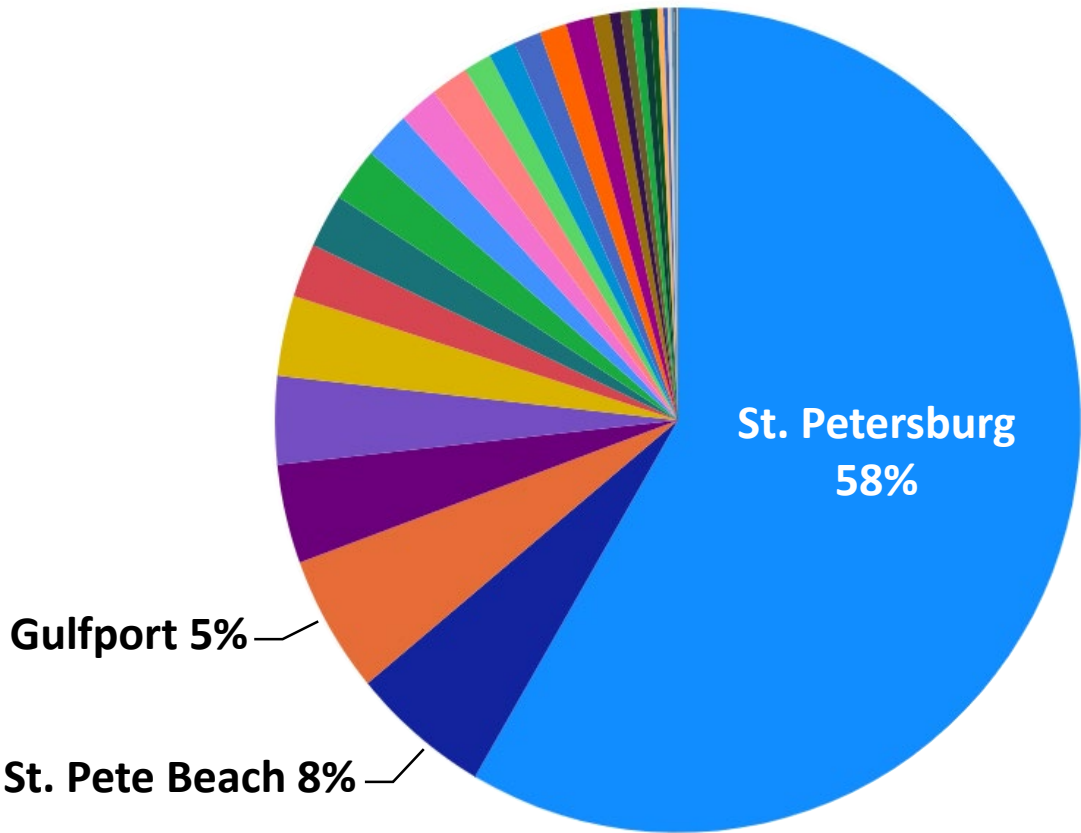
Who Rode the Cross Bay Ferry 2021-2022?



Rider Origins
(Billing Data Oct 21 – Mar 22)

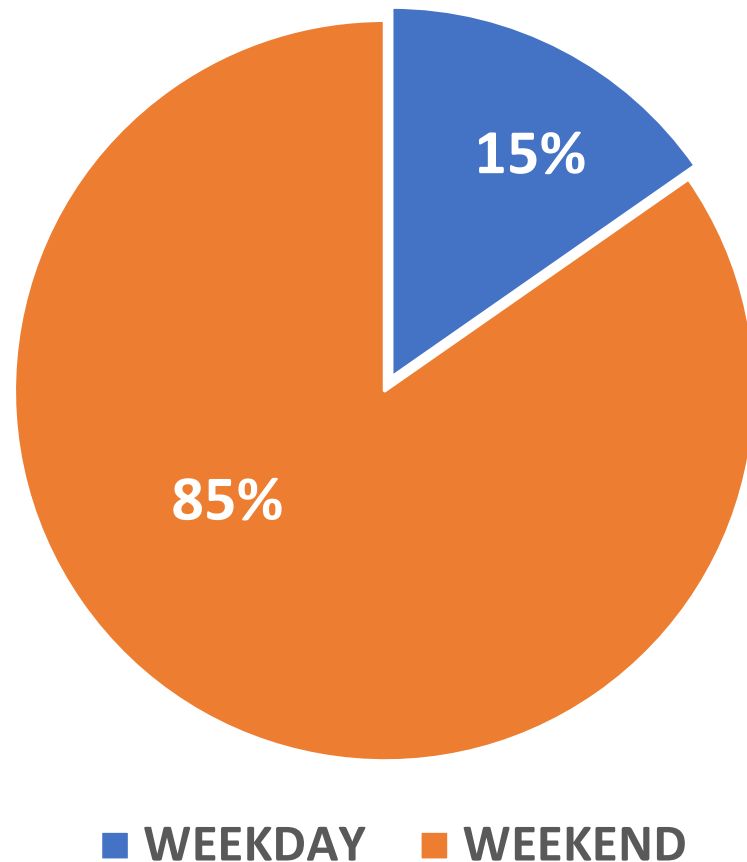


Pinellas County Origins
(Billing Data Oct 21 – Mar 22)

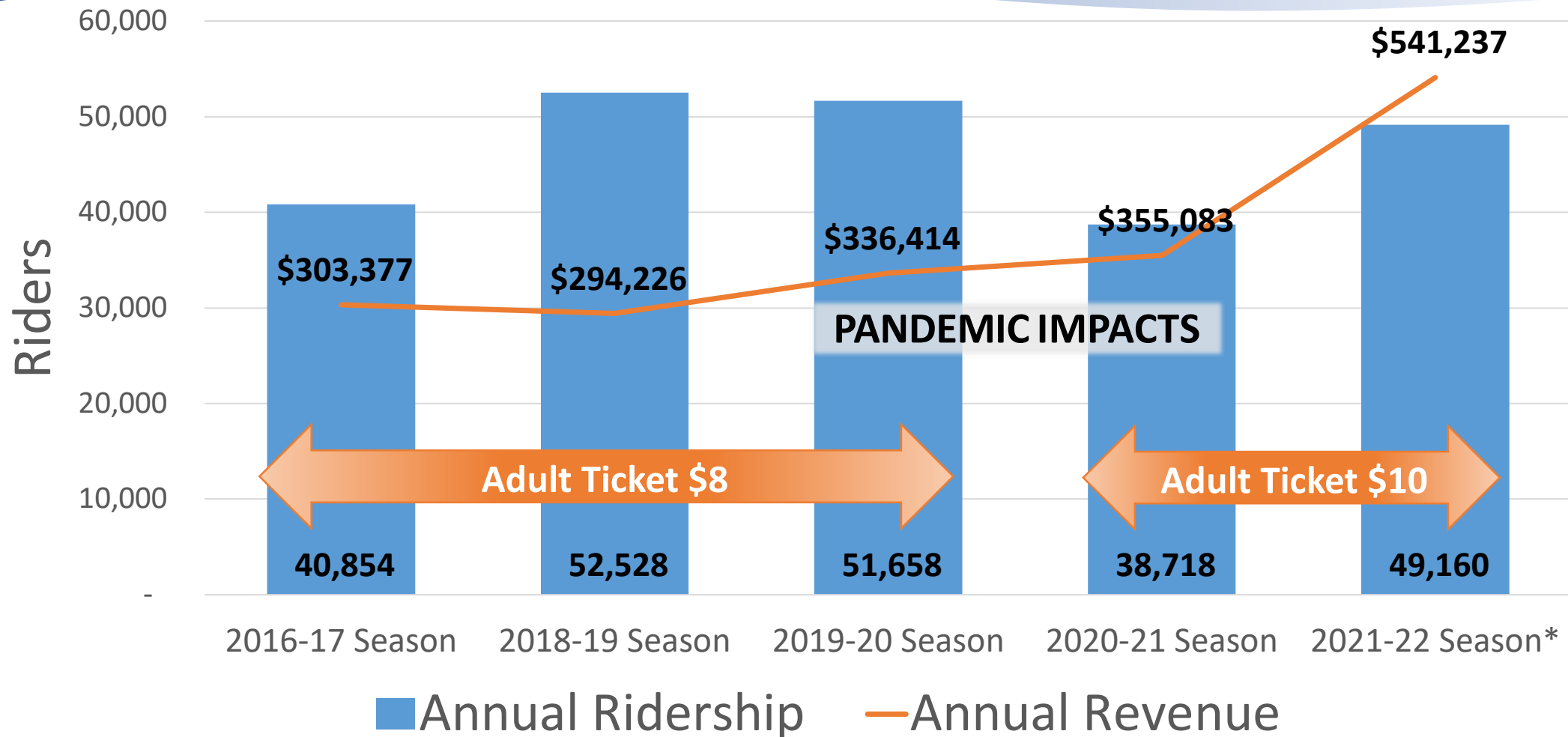


When and Why They Rode in 2021-2022

Weekday vs. Weekend



Historical and 2021-2022 Ridership & Revenue



**2021-22 Season through end of March 2022; Service continues through May 1, 2022*

Government Partner Subsidy Per Rider



Term	Cost Per Local Government	Total Local Government Subsidy	Total Riders	Subsidy Per Rider*
FY17 (Pilot)	\$350,000	\$1,400,000	40,854	\$34.27
FY19	\$150,000	\$ 600,000	52,528	\$11.42
FY20	\$150,000	\$ 600,000	51,658	\$11.61
FY21	\$150,000	\$ 600,000	38,400	\$15.63
FY22**	\$175,000	\$ 700,000	49,160	\$14.24

*Does not include rider purchased fares: \$5 - \$10

**Total ridership for FY22 season through 3/31/22

Forecast Models



HMS Forecast Model			
Season	Average Ticket	Govt Subsidy	Profit* / (Loss)
2021-2022	\$9.16	\$700,000	\$334,425
2022-2023	\$11.16	\$760,000	\$375,375
2023-2024	\$13.16	\$810,000	\$412,913
2024-2025	\$15.16	\$1,020,000	\$495,495

Pinellas County Forecast Model			
Season	Average Ticket	Govt Subsidy	Profit* / (Loss)
2021-2022	\$9.16	\$700,000	\$334,425
2022-2023	\$11.75	\$0	\$9,375
2023-2024	\$11.75	\$0	\$56,313
2024-2025	\$11.75	\$0	\$59,575

* Does not include revenue from concessions and charters

Funding Considerations



- **Tourist Development Tax**
- **Advertising and Sponsorship Opportunities**
- **Cross Bay Ferry – Concessions & Private Charter Revenues**



Discussion