

Cross-Bay Ferry

ST. PETERSBURG TO TAMPA – Season One Summary

NOVEMBER 2018 – APRIL 2019



Background

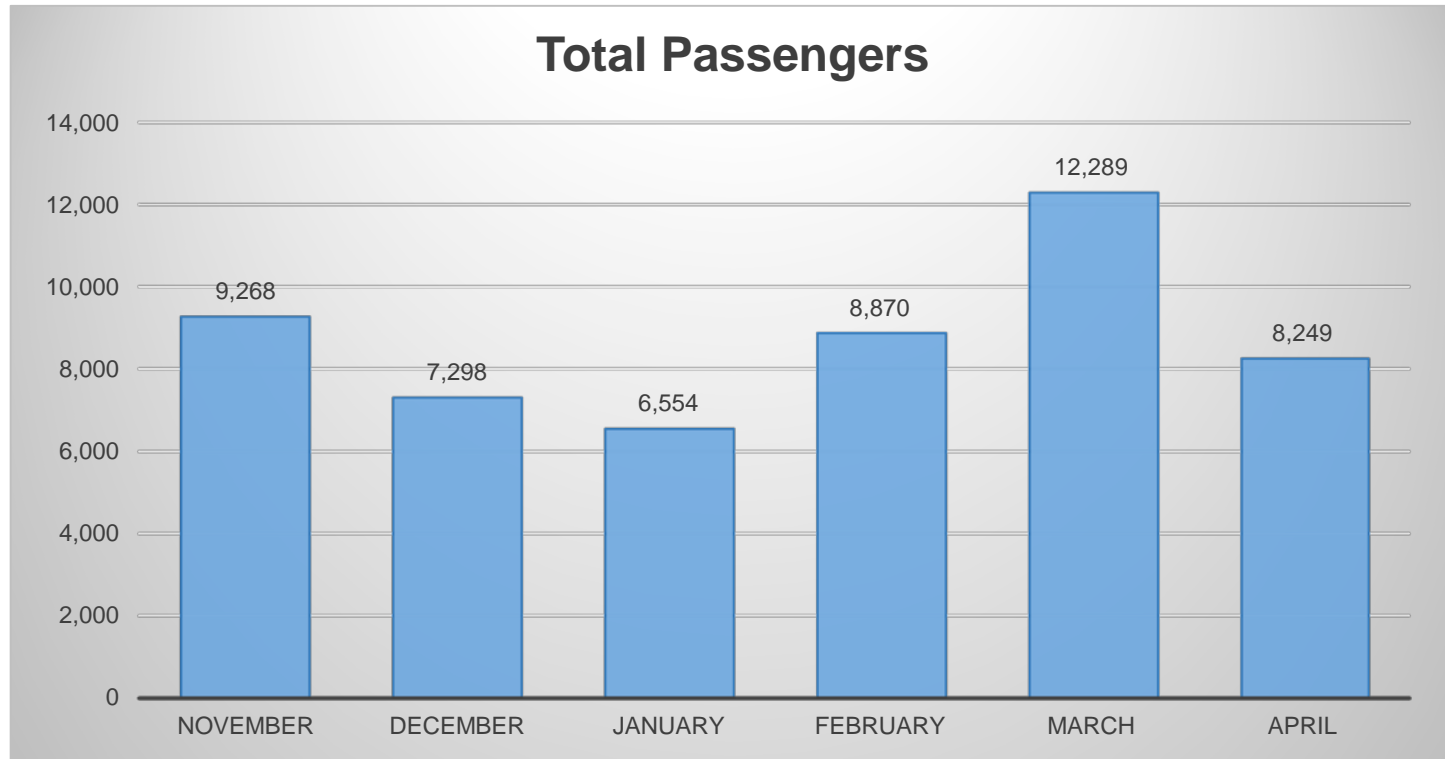
The Cross Bay Ferry project follows on a successful pilot undertaken by the Cities of St. Petersburg and Tampa, and the Counties of Pinellas and Hillsborough to demonstrate the viability of seasonal, passenger ferry service which took place November 1, 2016 to April 30, 2017.

After one season off, seasonal passenger ferry service began on November 1, 2018 and concluded on April 30, 2019.



How many passengers?

In the pilot season, more than 40,000 passengers used the ferry. In the second season, more than 52,000 passengers rode the ferry between November 2018 through April 2019, representing an increase in ridership of more than 12,000 passengers. Highest paid ridership occurred in March 2019 with 12,289 passengers.



What did people do while at their destination?

Passengers surveyed indicated that they participated in the following activities while at their destination:

80% dined

37% went to museums

31% shopped

20% went to a sporting event

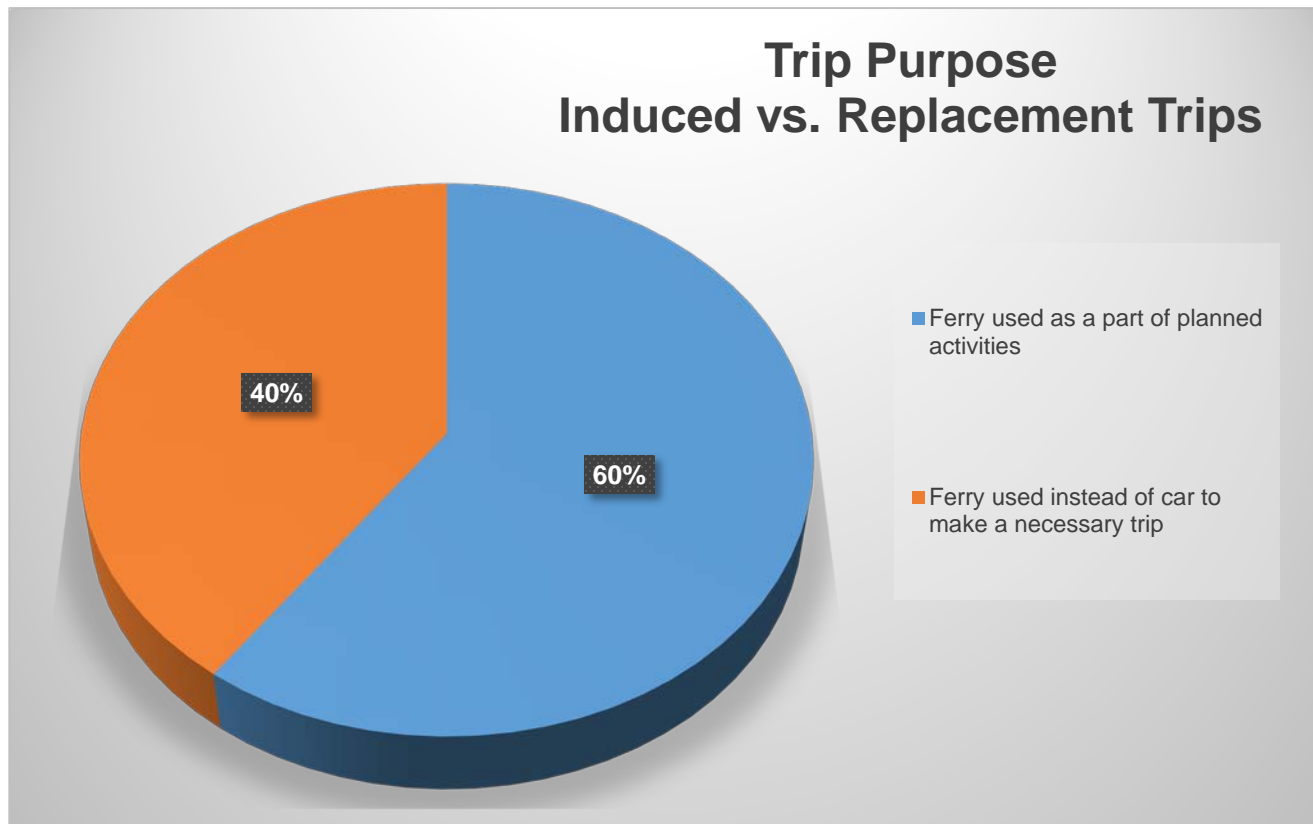
Nearly $\frac{3}{4}$ of survey respondents said they spent at least \$25 per person at each destination, with 30% spending over \$40 per person.

Estimated \$1.5mil + Economic Impact from this activity

Why are people riding the ferry?

Approximately 60% of survey respondents stated that their trip was induced by the transportation mode, and may not have taken place without the ferry service.

Approximately 40% indicated that they used the ferry INSTEAD of their car to make a trip that was previously planned.



What's Next?

Agreement with HMS allows for up to two additional seasons of service with locked-in rates.

Season Two total cost - \$742,126 less \$145,400 FDOT Grant = \$149,182 each

Season Three total cost -\$736,921 less \$145,400 FDOT Grant = \$136,881 each

Two year request is \$286,063 from each government partner (payable in 2 payments as outlined above).

Based on Year 1, revenue is not expected to surpass \$400k and therefore no revenue split is expected but if generated, will be split equally among the partners