

**Park Mobile income 05.15.2023 to 05.31.2023 and 09.01.2023 to 09.15.2023.**

May		September		
05.15.2022	\$1,524.65	09.01.2022	\$10,168.50	
05.16.2022	\$1,220.00	09.02.2022	\$17,710.45	
05.17.2022	\$1,299.70	09.03.2022	\$19,366.60	
05.18.2022	\$2,928.10	09.04.2022	\$6,170.45	
05.19.2022	\$5,567.85	09.05.2022	\$1,669.10	
05.20.2022	\$8,641.05	09.06.2022	\$1,893.25	
05.21.2022	\$8,809.90	09.07.2022	\$3,281.65	
05.22.2022	\$1,223.60	09.08.2022	\$6,974.10	
05.23.2022	\$876.10	09.09.2022	\$9,249.00	
05.24.2022	\$1,364.95	09.10.2022	\$5,385.75	
05.25.2022	\$3,930.25	09.11.2022	\$1,269.45	
05.26.2022	\$10,575.55	09.12.2022	\$1,099.10	
05.27.2022	\$17,629.55	09.13.2022	\$1,569.20	
05.28.2022	\$15,809.50	09.14.2022	\$3,835.55	
05.29.2022	\$4,493.90	09.15.2022	\$6,929.25	
05.30.2022	\$1,717.90			
05.31.2022	\$1,569.60			
	<b>Total \$89,182.15</b>	<b>Total \$96,571.40</b>	<b>Grand Total</b>	<b>\$185,753.55</b>

Possible additional income if the season went from May 1st through September 30th.

25% of \$185,753.55 = \$46,438.39

50% of \$185,753.55 = \$92,876.78

75% of \$185,753.55 = \$139,315.16

**Park Mobile income 05.15.2022 to 05.31.2022 and 09.01.2022 to 09.15.2022.**

May		September	
05.15.2022	\$3,844.55	09.01.2022	\$5,077.85
05.16.2022	\$755.75	09.02.2022	\$10,714.75
05.17.2022	\$1,278.45	09.03.2022	\$16,432.80
05.18.2022	\$1,401.40	09.04.2022	\$18,387.80
05.19.2022	\$3,162.05	09.05.2022	\$4,806.90
05.20.2022	\$7,700.65	09.06.2022	\$1,026.95
05.21.2022	\$14,342.05	09.07.2022	\$1,017.05
05.22.2022	\$8,194.30	09.08.2022	\$2,747.90
05.23.2022	\$985.35	09.09.2022	\$6,569.85
05.24.2022	\$721.80	09.10.2022	\$10,962.45
05.25.2022	\$1,706.25	09.11.2022	\$5,124.10
05.26.2022	\$3,931.00	09.12.2022	\$881.95
05.27.2022	\$9,612.65	09.13.2022	\$819.70
05.28.2022	\$17,962.45	09.14.2022	\$1,186.95
05.29.2022	\$19,837.50	09.15.2022	\$2,812.20
05.30.2022	\$7,952.85		
05.31.2022	\$2,816.15		

**Total \$106,205.20**

**Total \$88,569.20**

**Grand Total  
\$194,774.40**

Possible additional income if the season went from May 1st through September 30th.

25% of \$194,774.40 = \$48,693.60

50% of \$194,774.40 = \$97,387.20

75% of \$194,774.40 = \$146,080.80

This information is from another local beach town with about 593 parking spaces.

May 1st - May 15th, 2022

\$49,950.00

September 16th - October 1st, 2022

\$88,980.00

Total income brought in during that time frame is \$138,930.00

Approximate number of parking spaces in Dewey Beach is 1459

Some of the formula that I used below was used to figure out how much money would be lost when allowing free parking Monday evenings, which was a temporary thing during/after covid in a local beach town.

**Current free parking times**

Monday 5p-11p = 6 hours  
Tuesday 5p-11p = 6 hours  
Wednesday 5p-11p = 6 hours

The cost per hour of parking is \$3.00.

In the upcoming 2024 summer season there will be 17 Mondays, 17 Tuesdays, and 18 Wednesdays.

Approximate number of parking spaces in Dewey Beach is 1459.

25% of 1459 = 365  
50% of 1459 = 730  
75% of 1459 = 1094

Possible additional income the Town could make if the number of free parking evenings were reduced or eliminated.

6 hours X \$3.00 per hour = \$18.00

365 spaces (25% of the spaces in town) X \$18.00 = \$6,570.00  
730 spaces (50% of the spaces in town) X \$18.00 = \$13,140.00  
1094 spaces (75% of the spaces in town) X \$18.00 = \$19,692.00

\$6,570 x 17 days (if you remove one of the free evenings of parking) = \$111,690  
\$13,140 X 17 days (if you remove one of the free evenings of parking) = \$223,380  
\$19,692 X 17 days (if you remove one of the free evenings of parking) = \$334,764

\$6,570 x 34 days (if you remove two of the free evenings of parking) = \$223,380  
\$13,140 X 34 days (if you remove two of the free evenings of parking) = \$446,760  
\$19,692 X 34 days (if you remove two of the free evenings of parking) = \$669,528

\$6,570 x 52 days (if you remove three of the free evenings of parking) = \$341,640  
\$13,140 X 52 days (if you remove three of the free evenings of parking) = \$683,280  
\$19,692 X 52 days (if you remove three of the free evenings of parking) = \$1,023,984

### SUMMER SEASON 2023

Money made on Park Mobile Thurs and Sun between 5p - 11p

#### MAY

05.18.2023 \$1,397.20  
05.21.2023 \$3,585.75  
05.25.2023 \$2,322.75  
05.28.2023 \$5,718.75

#### JUNE

06.01.2023 \$4,846.50  
06.04.2023 \$746.55  
06.08.2023 \$2,564.35  
06.11.2023 \$2,662.10  
06.15.2023 \$2,818.80  
06.18.2023 \$4,222.90  
06.22.2023 \$2,072.35  
06.25.2023 \$2,519.40  
06.29.2023 \$4,995.65

#### JULY

07.02.2023 \$4,889.75  
07.06.2023 \$4,966.35  
07.09.2023 \$3,500.95  
07.13.2023 \$4,148.95  
07.16.2023 \$1,884.95  
07.20.2023 \$5,589.00  
07.23.2023 \$3,476.40  
07.27.2023 \$3,035.20  
07.30.2023 \$5,496.35

#### AUGUST

08.03.2023 \$5,670.45  
08.06.2023 \$2,588.45  
08.10.2023 \$3,611.25  
08.13.2023 \$4,307.85  
08.17.2023 \$3,736.75  
08.20.2023 \$2,599.00  
08.24.2023 \$2,379.05  
08.27.2023 \$1,850.45  
08.31.2023 \$4,773.10

#### SEPTEMBER

09.03.2023 \$4,943.20  
09.07.2023 \$1,508.55  
09.10.2023 \$1,217.30  
09.14.2023 \$1,765.75

**TOTAL \$40,951.15**

MAY, JUN, & JUL \$77,460.95

AUG AND SEPT \$40,951.15

**TOTAL \$118,412.10**

**TOTAL \$77,460.95**

Increase in hourly rate of parking.

I took all the ParkMobile data from 05.15.23 – 09.15.23 and downloaded the data.

I removed everything \$25 and more as those were basically full day passes.

Then I removed anything less than \$3 as those were portions of an hour and only amounted to a total of \$10k.

With the remaining data, \$816,839.45 in revenue, I divided by \$3 and multiplied by \$4 to get what the revenue would have been at \$4 per hour.

Total revenue would have been \$1,089,119.27.

That is an increase of \$272,292.82

There is normally an 11% fee on 4012. Since all spots are going to be 4012 this next year, I used that fee rate on the new data.

After the fees, the increase in revenue would hypothetically be \$242,329.04

See data below

	\$3 / Hour	\$4 / Hour
Gross Proceeds	\$816,839.45	\$1,089,119.27
Fees (11%)	89,852.34	119,803.12
Net	726,987.11	969,316.15
Difference		242,329.04