

**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

Summer of 2023 – Weekend & Weekly Parking Pass Sales

485 weekend (3 day) passes purchased at \$45 each for a total of \$21,825

630 week long (8 day) passes purchased at \$90 each for a total of \$56,700.

**PURCHASES MADE ON PARK MOBILE**

<u>MONTH</u>	<u>BEFORE 5pm</u>	<u>AFTER 5pm</u>
MAY	\$54,609.10	\$34,577.05
JUNE	\$147,760.50	\$88,668.40
JULY	\$229,158.35	\$114,859.40
AUGUST	\$187,459.70	\$90,767.80
SEPTEMBER	\$63,603.90	\$32,967.50
	\$682,591.55	\$361,840.15
		\$1,044,431.70

PURCHASES MADE ON PARK MOBILE IN MAY

<u>DATE</u>	<u>BEFORE 5pm</u>	<u>AFTER 5pm</u>	
05.15.2023	\$1,384.50	\$140.15	
05.16.2023	\$1,102.15	\$117.85	
05.17.2023	\$994.90	\$304.80	
05.18.2023	\$1,485.65	\$1,442.45	
05.19.2023	\$2,506.25	\$3,061.60	
05.20.2023	\$4,929.20	\$3,714.85	
05.21.2023	\$5,202.25	\$3,607.65	
05.22.2023	\$1,093.60	\$130.00	
05.23.2023	\$798.05	\$78.05	
05.24.2023	\$1,095.65	\$269.30	
05.25.2023	\$1,487.60	\$2,442.65	
05.26.2023	\$5,348.15	\$5,228.40	
05.27.2023	\$11,028.75	\$6,600.80	
05.28.2023	\$9,932.05	\$5,877.45	
05.29.2023	\$3,884.40	\$609.50	
05.30.2023	\$1,310.90	\$407.00	
05.31.2023	\$1,025.05	\$544.55	
	\$54,609.10	\$34,577.05	\$89,186.15

PURCHASES MADE ON PARK MOBILE IN JUNE

<u>DATE</u>	<u>BEFORE 5pm</u>	<u>AFTER 5pm</u>	
06.01.2023	\$2,164.00	\$4,911.25	
06.02.2023	\$4,387.30	\$4,306.45	
06.03.2023	\$5,584.25	\$4,768.50	
06.04.2023	\$5,135.00	\$2,148.85	
06.05.2023	\$3,026.95	\$873.00	
06.06.2023	\$3,312.40	\$940.65	
06.07.2023	\$2,968.15	\$801.25	
06.08.2023	\$1,974.95	\$2,689.65	
06.09.2023	\$5,104.75	\$4,878.45	
06.10.2023	\$13,384.50	\$5,657.70	
06.11.2023	\$9,314.25	\$2,723.55	
06.12.2023	\$2,309.65	\$675.00	
06.13.2023	\$3,310.95	\$955.30	
06.14.2023	\$2,827.80	\$1,048.50	
06.15.2023	\$4,104.50	\$2,993.10	
06.16.2023	\$4,173.85	\$4,483.95	
06.17.2023	\$10,088.20	\$5,837.85	
06.18.2023	\$9,192.35	\$4,290.75	
06.19.2023	\$5,754.50	\$1,083.60	
06.20.2023	\$2,735.80	\$795.10	
06.21.2023	\$1,689.50	\$991.00	
06.22.2023	\$2,031.30	\$2,210.70	
06.23.2023	\$4,887.50	\$4,888.30	
06.24.2023	\$10,867.95	\$6,151.10	
06.25.2023	\$7,708.10	\$2,588.25	
06.26.2023	\$3,102.20	\$783.65	
06.27.2023	\$2,334.95	\$944.70	
06.28.2023	\$3,415.40	\$1,316.15	
06.29.2023	\$4,503.15	\$5,140.10	
06.30.2023	\$6,366.35	\$6,792.00	
	\$147,760.50	\$88,668.40	\$236,428.90

PURCHASE MADE ON PARK MOBILE IN JULY

<u>DATE</u>	<u>BEFORE 5pm</u>	<u>AFTER 5pm</u>	
07.01.2023	\$11,381.25	\$7,103.50	
07.02.2023	\$12,741.30	\$5,138.15	
07.03.2023	\$9,436.95	\$3,545.60	
07.04.2023	\$11,239.75	\$3,398.15	
07.05.2023	\$6,880.85	\$1,461.55	
07.06.2023	\$6,178.45	\$5,133.20	
07.07.2023	\$7,439.80	\$5,466.40	
07.08.2023	\$11,431.75	\$6,243.05	
07.09.2023	\$7,218.85	\$3,593.65	
07.10.2023	\$3,721.60	\$1,104.20	
07.11.2023	\$5,024.70	\$1,267.90	
07.12.2023	\$5,052.05	\$1,140.15	
07.13.2023	\$4,666.30	\$4,329.55	
07.14.2023	\$5,257.85	\$5,714.30	
07.15.2023	\$12,240.75	\$6,626.50	
07.16.2023	\$5,189.75	\$1,927.45	
07.17.2023	\$4,588.15	\$1,493.65	
07.18.2023	\$4,323.30	\$1,408.45	
07.19.2023	\$2,554.70	\$1,513.65	
07.20.2023	\$5,418.25	\$5,802.70	
07.21.2023	\$5,731.85	\$6,790.80	
07.22.2023	\$12,828.35	\$6,729.35	
07.23.2023	\$11,639.20	\$3,583.30	
07.24.2023	\$3,597.05	\$1,002.95	
07.25.2023	\$4,667.20	\$713.30	
07.26.2023	\$4,917.80	\$1,064.95	
07.27.2023	\$5,749.15	\$3,160.30	
07.28.2023	\$8,504.65	\$6,142.30	
07.29.2023	\$12,901.45	\$5,762.50	
07.30.2023	\$12,074.10	\$5,634.40	
07.31.2023	\$4,561.20	\$863.50	
	\$229,158.35	\$114,859.40	\$344,017.75

PURCHASES MADE ON PARK MOBILE IN AUGUST

<u>DATE</u>	<u>BEFORE 5pm</u>	<u>AFTER 5pm</u>	
08.01.2023	\$4,678.60	\$1,464.75	
08.02.2023	\$5,132.00	\$1,041.50	
08.03.2023	\$5,700.50	\$5,834.75	
08.04.2023	\$5,391.55	\$4,380.35	
08.05.2023	\$12,610.20	\$6,094.65	
08.06.2023	\$9,274.85	\$2,671.35	
08.07.2023	\$3,734.35	\$673.70	
08.08.2023	\$5,001.45	\$1,131.95	
08.09.2023	\$5,246.20	\$1,217.90	
08.10.2023	\$3,727.30	\$3,717.75	
08.11.2023	\$9,547.20	\$6,819.05	
08.12.2023	\$15,494.15	\$6,387.10	
08.13.2023	\$12,526.65	\$4,391.45	
08.14.2023	\$4,253.15	\$1,313.60	
08.15.2023	\$4,018.85	\$1,282.00	
08.16.2023	\$4,570.75	\$1,426.75	
08.17.2023	\$4,486.30	\$3,855.35	
08.18.2023	\$7,179.75	\$5,650.00	
08.19.2023	\$12,917.70	\$6,933.40	
08.20.2023	\$9,258.40	\$2,679.10	
08.21.2023	\$3,993.00	\$671.00	
08.22.2023	\$2,964.20	\$605.65	
08.23.2023	\$3,652.75	\$637.15	
08.24.2023	\$2,773.45	\$2,495.90	
08.25.2023	\$4,820.50	\$4,167.40	
08.26.2023	\$10,778.85	\$5,134.80	
08.27.2023	\$7,083.55	\$1,886.35	
08.28.2023	\$1,498.00	\$257.60	
08.29.2023	\$1,068.55	\$317.25	
08.30.2023	\$2,141.50	\$705.85	
08.31.2023	\$1,935.45	\$4,922.40	
	\$187,459.70	\$90,767.80	\$278,227.50

PURCHASES MADE ON PARK MOBILE IN SEPTEMBER

<u>DATE</u>	<u>BEFORE 5pm</u>	<u>AFTER 5pm</u>	
09.01.2023	\$5,208.10	\$4,960.40	
09.02.2023	\$11,157.25	\$6,553.20	
09.03.2023	\$14,261.10	\$5,105.50	
09.04.2023	\$5,474.80	\$695.65	
09.05.2023	\$1,228.05	\$441.05	
09.06.2023	\$1,607.50	\$285.75	
09.07.2023	\$1,743.05	\$1,538.60	
09.08.2023	\$4,141.30	\$2,832.80	
09.09.2023	\$6,194.75	\$3,054.25	
09.10.2023	\$4,168.45	\$1,217.30	
09.11.2023	\$1,055.45	\$214.00	
09.12.2023	\$931.10	\$168.00	
09.13.2023	\$1,275.50	\$293.70	
09.14.2023	\$1,932.90	\$1,902.65	
09.15.2023	\$3,224.60	\$3,704.65	
	\$63,603.90	\$32,967.50	\$96,571.40

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Fees (11%)	89,852.34	119,803.12
Net	726,987.11	969,316.15
Difference		242,329.04

Type of Parking	Amount	Rate	Revenue	Projected	Revenue
Property Owner	1,158.00	150.00	173,700.00	175.00	202,650.00
Business Owner / Employee	506.00	200.00	101,200.00	225.00	113,850.00
Other	574.00	250.00	143,500.00	300.00	172,200.00
8-Day	194.00	90.00	17,460.00	95.00	18,430.00
3 Day	319.00	45.00	14,355.00	50.00	15,950.00
Daily	7,587.00	25.00	189,675.00	30.00	227,610.00
	10,338.00		639,890.00		750,690.00

Difference

28,950.00

12,650.00

28,700.00

970.00

1,595.00

37,935.00

110,800.00