

Handed out  
1-22-14  
4:00  
by Leah

**Assumptions**

- No change in lease rates
- Totals include pay station cost & card transaction fees
- Utilization rates based on survey (Tuesday, May 5th, 2013 10am to 4pm)
- Weekday meter rates calculated using average of min and max (8 hr day)
- Coupon sales not included
- Capital expenditures not included
- Transfers to MTU and City not included

	Meter Revenue	Lease Revenue	SubTotal	Grounds Expense	Estimated Net Revenue
<b>Proposal #1</b> 3 Hour Grace Period \$.50/Hr (Includes nights & W/Es)	\$ 243,554.43	\$ 367,500.00	\$ 611,054.43	\$ 560,267.48	\$ 50,786.95
<b>Proposal #2</b> 3 Hour Grace Period \$.50/Hr (No nights & W/Es)	\$ 115,132.29	\$ 367,500.00	\$ 482,632.29	\$ 560,267.48	\$ (77,635.19)
<b>Proposal #3</b> 2 Hour Grace Period \$1.00/Hr (No nights & W/Es)	\$ 230,264.59	\$ 367,500.00	\$ 597,764.59	\$ 560,267.48	\$ 37,497.11
<b>Proposal #4</b> 2 Hour Grace Period \$2.00/First Hr \$0.50 after (No nights & W/Es)	\$ 249,453.30	\$ 367,500.00	\$ 616,953.30	\$ 560,267.48	\$ 56,685.82
<b>Proposal #5</b> 1 Hr Grace Period \$1.00/Hr (No nights & W/Es)	\$ 345,396.88	\$ 367,500.00	\$ 712,896.88	\$ 560,267.48	\$ 152,629.40
<b>Proposal #6</b> 15 Min Grace Period \$1.00/Hr (No nights & W/Es)	\$ 441,340.46	\$ 367,500.00	\$ 808,840.46	\$ 560,267.48	\$ 248,572.98

La Crosse Parking Utility Budget Worksheet  
**2014 Parking Meter & Lease Revenue Estimate**

**OPTION #1 - 3 ramps, gates at 1st level, 3 hr. grace period & \$0.50/hr. thereafter**

NOTES: Hourly always excludes weekends and holidays (calculated from 8 hour day)  
 Nights and weekends included sat, sun, and holidays (124 days) as well as 241/2 for nights  
 Used a 50% utilization rate for nights and weekends

Facility	Total Stalls	Metered Stalls	Utilization	Leased Stalls	Time Unit	Annual # of Units	Ave. \$ per Unit	Annual Income	NOTES
Main St Ramp (4 levels = 395 usable) hourly always	396	NA		NA	NA	NA	NA	NA	
Nights & Weekends	86	86	0.72	NA	day	241	\$ 1.00	\$ 14,923	65 @ 1st level + 13 snow + highest 8
Assume 72% Utilization (177)	285	285	0.5	169	month	245	\$ 1.00	\$ 34,913	
12-hr lease, cov (2,3)	169			50	month	12	\$ 25.00	\$ 50,700	395-4-86-25-10-101, reduced US Bank rate
12-hr lease, un (3,4)	101			25	month	12	\$ 20.00	\$ 12,000	37 currently
24/7 lease	25			10	month	12	\$ 35.00	\$ 10,500	18 currently, varies, part of 303 total leasable
alley 12-hr. (free evenings)	10				month	12	\$ 20.00	\$ 2,400	10 currently leased
								\$ 125,435	SUBTOTAL
LaX Center Ramp (6 levels = 890 usable) hourly always	892	NA		NA	NA	NA	NA	NA	
Nights & Weekends	370	370	0.95	NA	day	241	\$ 1.00	\$ 84,712	1st, 4th & 5th levels
Assume 95% Utilization (303)	422	422	0.5	190	month	245	\$ 1.00	\$ 51,695	
12-hr lease, cov (3,4)	255			4	month	12	\$ 30.00	\$ 68,400	172 currently of 516 leasable
12-hr lease, un (5,6)	136			125	month	12	\$ 20.00	\$ 960	1 currently of 179 total uncov (31 snow)
24/7 lease (all)	125				month	12	\$ 35.00	\$ 52,500	80 Holiday Inn + 25 other currently (2 uncov)
								\$ 258,267	SUBTOTAL
Market Square Ramp (5 levels=632 usable) hourly always	635	NA		NA	NA	NA	NA	NA	
Nights & Weekends	90	90	0.89	NA	day	241	\$ 1.00	\$ 19,304	32 ground level + 45 on 1st incline + 13 highest
Assume 89% Utilization (379)	376	376	0.5	270	month	245	\$ 1.00	\$ 46,060	
12-hr lease, cov (2,3,4)	376			50	month	12	\$ 30.00	\$ 97,200	255 currently of 426 leasable, 9 on 1st level
24/7 non-basement (2,3,4)	50			108	month	12	\$ 35.00	\$ 21,000	43 currently
24/7 basement (4 are city's)	108				month	12	\$ 40.00	\$ 51,840	currently all 108 leasable of 112
								\$ 235,404	SUBTOTAL

\$ 8,051 Cost for Credit Transactions (3.2%)  
 \$ **611,054** TOTAL METER & LEASE REVENUE  
 \$ 541,096 TOTAL RAMP EXPENSE (Does not include Depr

**OPTION #2 - 3 ramps, gates at 1st Level, 3 hr. grace period & \$0.50/hr. thereafter**

NOTES:

Facility	Total Stalls	Metered Stalls	Utilization	Leased Stalls	Time Unit	Annual # of Units	Ave. \$ per Unit	Annual Income	NOTES
<b>Main St Ramp (4 levels = 395 usable)</b>	<b>396</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	
hourly wkdy	86	86	0.72		day	241	\$ 1.00	\$ 14,923	65 @ 1st level + 13 snow + highest 8
Assume 72% Utilization (177)	169			169	month	12	\$ 25.00	\$ 50,700	395-4-86-25-10-101, reduced US Bank rate
24/7 lease	25			50	month	12	\$ 20.00	\$ 12,000	37 currently
alley 12-hr. (free evenings)	10			25	month	12	\$ 35.00	\$ 10,500	18 currently, varies, part of 303 total leasable
				10	month	12	\$ 20.00	\$ 2,400	10 currently leased
								\$ 90,523	SUBTOTAL
<b>LAX Center Ramp (6 levels = 890 usable)</b>	<b>892</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	
hourly wkdy	370	370	0.95		day	241	\$ 1.00	\$ 84,712	1st, 4th & 5th levels
Assume 95% Utilization (303)	255			190	month	12	\$ 30.00	\$ 68,400	172 currently of 516 leasable
24/7 lease (all)	125			4	month	12	\$ 20.00	\$ 960	1 currently of 179 total uncov (31 snow)
				125	month	12	\$ 35.00	\$ 52,500	80 Holiday Inn + 25 other currently (2 uncov)
								\$ 206,572	SUBTOTAL
<b>Market Square Ramp (5 levels = 632 usable)</b>	<b>635</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	
hourly wkdy	90	90	0.89		day	241	\$ 1.00	\$ 19,304	32 ground level + 45 on 1st incline + 13 highest stalls
Assume 89% Utilization (379)	376			270	month	12	\$ 30.00	\$ 97,200	255 currently of 426 leasable, 9 on 1st level
24/7 non-basement (4 are city's)	50			50	month	12	\$ 35.00	\$ 21,000	43 currently
	108			108	month	12	\$ 40.00	\$ 51,840	currently all 108 leasable of 112
								\$ 189,344	SUBTOTAL
								\$ 3,806	Cost for Credit Transactions (3.2%)
								\$ 482,632	TOTAL METER & LEASE REVENUE
								\$ 541,096	TOTAL RAMP EXPENSE (Does not include Depr Costs)

Estimated Net Increase in Revenue

\$ (58,464)

**OPTION #3 - 3 ramps, gates at 1st level, 2 Hr grace period & \$1/hr. thereafter**

NOTES:

Facility	Total Stalls	Metered Stalls	Utilization	Leased Stalls	Time Unit	Annual # of Units	Ave. \$ per Unit	Annual Income	NOTES
<b>Main St Ramp (4 levels - 395 usable)</b>	396	86	0.72	NA	day	241	\$ 2.00	\$ 29,845	65 @ 1st level + 13 snow + highest 8
Assume 72% hourly wkdy	86	86	0.72	169	month	12	\$ 25.00	\$ 50,700	395-4-86-25-10-101, reduced US Bank rate
Utilization (177)	101	NA	NA	50	month	12	\$ 20.00	\$ 12,000	37 currently
	25	NA	NA	25	month	12	\$ 35.00	\$ 10,500	18 currently, varies, part of 303 total leasable
	10	NA	NA	10	month	12	\$ 20.00	\$ 2,400	10 currently leased
								\$ 105,445	SUBTOTAL
<b>Lax Center Ramp (6 levels - 890 usable)</b>	892	370	0.95	NA	day	241	\$ 2.00	\$ 169,423	1st, 4th & 5th levels
Assume 95% hourly wkdy	370	370	0.95	190	month	12	\$ 30.00	\$ 68,400	172 currently of 51.6 leasable
Utilization (303)	136	NA	NA	4	month	12	\$ 20.00	\$ 960	1 currently of 179 total uncov (31 snow)
	125	NA	NA	125	month	12	\$ 35.00	\$ 52,500	80 Holiday Inn + 25 other currently (2 uncov)
								\$ 291,283	SUBTOTAL
<b>Market Square Ramp (5 levels - 632 usable)</b>	635	90	0.89	NA	day	241	\$ 2.00	\$ 38,608	32 ground level + 45 on 1st incline + 13 highest stalls
Assume 89% hourly wkdy	90	90	0.89	270	month	12	\$ 30.00	\$ 97,200	255 currently of 426 leasable, 9 on 1st level
Utilization (379)	50	NA	NA	50	month	12	\$ 35.00	\$ 21,000	43 currently
	108	NA	NA	108	month	12	\$ 40.00	\$ 51,840	currently all 108 leasable of 112
								\$ 208,648	SUBTOTAL

\$ 7,612 Cost for Credit Transactions (3.2%)  
 \$ 597,765 TOTAL METER & LEASE REVENUE  
 \$ 541,096 TOTAL RAMP EXPENSE (Does not include Depr Costs)

Estimated Net Increase in Revenue \$ 56,668

**OPTION #4 - 3 ramps, gates at 1st Level, 2 hr. grace periods & \$2 @ 1st hr. & \$0.50/hr. thereafter**

NOTES:

Facility	Total Stalls	Metered Stalls	Utilization	Leased Stalls	Time Unit	Annual # of Units	Ave. \$ per Unit	Annual Income	NOTES
<b>Main St Ramp (4 levels = 395 usable)</b>	<b>395</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	
hourly wkdy	86	86	0.72		day	241	\$ 2.17	\$ 32,333	65 @ 1st level + 13 snow + highest 8
Assume 72% Utilization (177)	169			169	month	12	\$ 25.00	\$ 50,700	395-4-86-25-10-101, reduced US Bank rate
24/7 lease	101			50	month	12	\$ 20.00	\$ 12,000	37 currently
alley 12-hr. (free evenings)	25			25	month	12	\$ 35.00	\$ 10,500	18 currently, varies, part of 303 total leasable
	10			10	month	12	\$ 20.00	\$ 2,400	10 currently leased
								\$ 107,933	<b>SUBTOTAL</b>
<b>LaX Center Ramp (6 levels = 890 usable)</b>	<b>890</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	
hourly wkdy	370	370	0.95		day	241	\$ 2.17	\$ 183,542	1st, 4th & 5th levels
Assume 95% Utilization (303)	255			190	month	12	\$ 30.00	\$ 68,400	172 currently of 516 leasable
24/7 lease (all)	136			4	month	12	\$ 20.00	\$ 960	1 currently of 179 total uncov (31 snow)
	125			125	month	12	\$ 35.00	\$ 52,500	80 Holiday Inn + 25 other currently (2 uncov)
								\$ 305,402	<b>SUBTOTAL</b>
<b>Market Square Ramp (5 levels = 652 usable)</b>	<b>652</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	
hourly wkdy	90	90	0.89		day	241	\$ 2.17	\$ 41,826	32 ground level + 45 on 1st incline + 13 highest stalls
Assume 89% Utilization (379)	376			270	month	12	\$ 30.00	\$ 97,200	255 currently of 426 leasable, 9 on 1st level
24/7 non-basement (2,3,4)	50			50	month	12	\$ 35.00	\$ 21,000	43 currently
24/7 basement (4 are city's)	108			108	month	12	\$ 40.00	\$ 51,840	currently all 108 leasable of 112
								\$ 211,866	<b>SUBTOTAL</b>
								\$ 8,246	Cost for Credit Transactions (3.2%)
								\$ 6,953	<b>TOTAL METER &amp; LEASE REVENUE</b>
								\$ 541,096	<b>TOTAL RAMP EXPENSE (Does not include Depr Costs)</b>

Estimated Net Increase in Revenue

\$ 75,857

La Crosse Parking Utility Budget Worksheet  
**2014 Parking Meter & Lease Revenue Estimate**

**OPTION #5 - 3 ramps, gates at 1st level, 1 Hr grace period & \$1/hr. thereafter**

NOTES:

Facility	Total Stalls	Metered Stalls	Utilization	Leased Stalls	Time Unit	Annual # of Units	Ave. \$ per Unit	Annual Income	NOTES
<b>Main St Ramp (6 levels = 395 usable)</b>	396	NA	NA	NA	NA	NA	NA	NA	
hourly wkdy	86	86	0.72	NA	day	241	\$ 3.00	\$ 44,768	65 @ 1st level + 13 snow + highest 8
Assume 72% Utilization (177)	169	169		169	month	12	\$ 25.00	\$ 50,700	395-4-86-25-10-101, reduced US Bank rate
24/7 lease	25	25		25	month	12	\$ 20.00	\$ 12,000	37 currently
alley 12-hr. (free evenings)	10	10		10	month	12	\$ 35.00	\$ 10,500	18 currently, varies, part of 303 total leasable
						12	\$ 20.00	\$ 2,400	10 currently leased
								\$ 120,368	SUBTOTAL
<b>Tax Center Ramp (6 levels = 390 usable)</b>	390	NA	NA	NA	NA	NA	NA	NA	
hourly wkdy	370	370	0.95	NA	day	241	\$ 3.00	\$ 254,135	1st, 4th & 5th levels
Assume 95% Utilization (303)	255	255		190	month	12	\$ 30.00	\$ 68,400	172 currently of 516 leasable
24/7 lease (all)	136	136		4	month	12	\$ 20.00	\$ 960	1 currently of 179 total uncov (31 snow)
	125	125		125	month	12	\$ 35.00	\$ 52,500	80 Holiday Inn + 25 other currently (2 uncov)
								\$ 375,995	SUBTOTAL
<b>Market Square Ramp (5 levels = 632 usable)</b>	635	NA	NA	NA	NA	NA	NA	NA	
hourly wkdy	90	90	0.89	NA	day	241	\$ 3.00	\$ 57,912	32 ground level + 45 on 1st incline + 13 highest stalls
Assume 89% Utilization (379)	376	376		270	month	12	\$ 30.00	\$ 97,200	255 currently of 426 leasable, 9 on 1st level
24/7 non-basement (2,3,4)	50	50		50	month	12	\$ 35.00	\$ 21,000	43 currently
24/7 basement (4 are city's)	108	108		108	month	12	\$ 40.00	\$ 51,840	currently all 108 leasable of 112
								\$ 227,952	SUBTOTAL
								\$ 11,418	Cost for Credit Transactions (3.2%)
								\$ 717,397	TOTAL METER & LEASE REVENUE
								\$ 541,096	TOTAL RAMP EXPENSE (Does not include Depr Costs)

Estimated Net Increase in Revenue

\$ 171,801

La Crosse Parking Utility Budget Worksheet  
**2014 Parking Meter & Lease Revenue Estimate**

**OPTION #6 - 3 ramps, gates at 1st level, 15 min grace period & \$1/hr. thereafter**

NOTES:

Facility	Total Stalls	Metered Stalls	Utilization	Leased Stalls	Time Unit	Annual # of Units	Ave. \$ per Unit	Annual Income	NOTES
<b>Main St Ramp (7 levels = 395 usable)</b>	<b>396</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	
hourly wkdy	86	86	0.72		day	241	\$ 3.83	\$ 57,204	65 @ 1st level + 13 snow + highest 8
Assume 72% 12-hr lease, cov (2,3)	169			169	month	12	\$ 25.00	\$ 50,700	395-4-86-25-10-101, reduced US Bank rate
Utilization (177)	101			50	month	12	\$ 20.00	\$ 12,000	37 currently
24/7 lease	25			25	month	12	\$ 35.00	\$ 10,500	18 currently, varies, part of 303 total leasable
alley 12-hr. (free evenings)	10			10	month	12	\$ 20.00	\$ 2,400	10 currently leased
								\$ 132,804	SUBTOTAL
<b>1st Center Ramp (6 levels = 390 usable)</b>	<b>390</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	
hourly wkdy	370	370	0.95		day	241	\$ 3.83	\$ 324,727	1st, 4th & 5th levels
Assume 95% 12-hr lease, cov (3,4)	255			190	month	12	\$ 30.00	\$ 68,400	172 currently of 516 leasable
Utilization (303)	136			4	month	12	\$ 20.00	\$ 960	1 currently of 179 total uncov (31 snow)
24/7 lease (all)	125			125	month	12	\$ 35.00	\$ 52,500	80 Holiday Inn + 25 other currently (2 uncov)
								\$ 446,587	SUBTOTAL
<b>Market Square Ramp (5 levels = 632 usable)</b>	<b>635</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	<b>NA</b>	
hourly wkdy	90	90	0.89		day	241	\$ 3.83	\$ 73,999	32 ground level + 45 on 1st incline + 13 higher
Assume 89% 12-hr lease, cov (2,3,4)	376			270	month	12	\$ 30.00	\$ 97,200	255 currently of 426 leasable, 9 on 1st level
Utilization (379)	50			50	month	12	\$ 35.00	\$ 21,000	43 currently
24/7 non-basement (2,3,4)	108			108	month	12	\$ 40.00	\$ 51,840	currently all 108 leasable of 112
24/7 basement (4 are city's)								\$ 244,099	SUBTOTAL
								\$ 14,590	Cost for Credit Transactions (3.2%)
								\$ 806,950	TOTAL METER & LEASE REVENUE
								\$ 541,096	TOTAL RAMP EXPENSE (Does not include Dep
								\$ 267,744	Estimated Net Increase in Revenue

