

PARK & MAIN					
Stalls: 84 Pay hours: 9 AM - 9 PM					
	Oct '11	YTD Total	Oct '10	YTD Total *	YTD Diff + / -
Pay Station Gross Revenue	\$ 4,606.60	\$ 59,187.40	\$ 4,401.90	\$ 47,744.65	\$ 11,442.75
Pay Station Transactions	3,073	28,560	1,958	21,299	7,261
Average time paid	1 hr 50 min	2 hr 2 min	2 hr 15 min	2 hr 13 min	-
Occupancy % 9 am - 9 pm	18.3%	23.2%	16.8%	23.0%	0.2%
Occupancy % 9 am - 5 pm	15.3%				
Occupancy % 5 pm - 9 pm	24.2%				
Net revenue per stall	\$ 46.07	\$ 58.69	\$ 41.67	\$ 58.39	\$0.30
Net revenue to owner	\$ 3,869.54	\$ 49,297.21	\$ 3,499.95	\$ 39,234.94	\$10,062.27

LAKE & CENTRAL					
Stalls: 50 Pay hours: 5 PM - 9 PM					
	Oct '11	YTD Total	Oct '10	YTD Total	YTD Diff + / -
Pay Station Gross Revenue	\$ 4,906.60	\$ 51,820.70	\$ 3,794.25	\$ 50,448.85	\$ 1,371.85
Pay Station Transactions	2,606	28,009	2,047	27,423	586
Average time paid	1 hr 53 min	1 hr 51 min	1 hr 51 min	1 hr 50 min	-
Occupancy %	98.1%	102.0%	73.0%	99.7%	2.3%
Net revenue per stall	\$ 86.36	\$ 91.20	\$ 66.78	\$ 88.79	\$2.41

LAKESHORE PLAZA					
Stalls: 106, Auxiliary lot 17 Pay hours: 5 PM - 9 PM					
	Oct '11	YTD Total	Oct '10	YTD Total	YTD Diff + / -
Pay Station Revenue	\$ 5,701.25	\$ 76,459.85	\$ 5,280.20	\$ 66,503.80	\$ 9,956.05
Pay Station Transactions	3,073	42,429	2,946	38,326	4,103
Average time paid	1 hr 51 min	1 hr 49 min	1 hr 47 min	1 hr 45 min	-
Occupancy %	46.4%	60.9%	41.3%	53.4%	7.5%
Net revenue per stall	\$ 40.79	\$ 54.70	\$ 37.78	\$ 47.58	\$7.12

Note:

- 1) Pay Station gross revenues are from Cale's webpage. * YTD totals are low because parking began on March 1, 2010.
- 2) Park & Main month's net revenue is estimated, actuals are not available until the following month
- 3) Lake & Central and Lakeshore Plaza net revenues are estimated and based on a 12% for credit card fee
- 4) Occupancy is based on the actual revenue divided by the maximum potential revenue, because stalls could be paid for more than once, occupancy may exceed 100%