

PARK & MAIN					
Stalls: 84 Pay hours: 9 AM - 9 PM					
	Mar '11	YTD Total	Mar '10	YTD Total *	YTD Diff + / -
Pay Station Gross Revenue	\$ 5,464.35	\$ 12,260.90	\$ 2,653.15	\$ 2,653.15	\$ 9,607.75
Pay Station Transactions	2,479	5,513	1,299	1,299	4,214
Average time paid	2 hr 12 min	2 hr 13 min	2 hr 2 min	2 hr 2 min	-
Occupancy %	20.9%	16.5%	9.7%	9.7%	6.8%
Net revenue per stall	\$ 54.64	\$ 40.40	\$ 24.24	\$ 24.24	\$16.16
Net revenue to owner	\$ 4,589.76	\$ 10,181.89	\$ 2,036.52	\$ 2,036.52	\$8,145.37

LAKE & CENTRAL					
Stalls: 50 Pay hours: 5 PM - 9 PM					
	Mar '11	YTD Total	Mar '10	YTD Total	YTD Diff + / -
Pay Station Gross Revenue	\$ 5,285.65	\$ 13,273.35	\$ 5,213.20	\$ 13,713.50	\$ (440.15)
Pay Station Transactions	2,827	7,035	2,737	7,347	(312)
Average time paid	1 hr 52 min	1 hr 53 min	1 hr 54 min	1 hr 52 min	-
Occupancy %	101.6%	90.6%	96.5%	93.9%	-3.3%
Net revenue per stall	\$ 93.03	\$ 77.87	\$ 91.75	\$ 80.45	-\$2.58

LAKESHORE PLAZA					
Stalls: 106, Auxiliary lot 17 Pay hours: 5 PM - 9 PM					
	Mar '11	YTD Total	Mar '10	YTD Total	YTD Diff + / -
Pay Station Revenue	\$ 6,932.40	\$ 16,131.20	\$ 6,077.05	\$ 14,155.95	\$ 1,975.25
Pay Station Transactions	3,739	8,810	3,457	7,992	818
Average time paid	1 hr 51 min	1 hr 50 min	1 hr 45 min	1 hr 46 min	-
Occupancy %	54.2%	44.6%	45.7%	39.4%	5.2%
Net revenue per stall	\$ 49.60	\$ 38.47	\$ 43.48	\$ 33.76	\$4.71

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%