ATTACHMENT #14

PARKING LOT PROPOSED RATE INCREASES

| | Long Term |
|---|---|
| Gross Revenue 1/2012 thru 12/2012 | $ 479,926.00 |
| 1/2012 thru 12/2012 revenue producing transactions (divide) | 19,646 |
| Average Ticket amount | $ 24.43 |
| Current Overnight rate (divide) | $ 12.00 |
| Average length of stay in days | 2.04 |
| ***Proposed new overnight rate (multiply)*** | ***$ 14.00*** |
| Extrapolated New Average Ticket amount | $ 28.50 |
| Full year extrapolated Revenue producing transactions (multiply) | 19,646 |
| Extrapolated New Net Revenue | $ 559,913.67 |
| **Gross Revenue Increase** | **$ 79,987.67** |

| | Short Term |
|---|---|
| Gross Revenue 1/2012 thru 12/2012 | $ 108,766.00 |
| 1/2012 thru 12/2012 revenue producing transactions (divide) | 97,316 |
| Average Ticket amount | $ 1.12 |
| Current 15-60 minute rate (divide) | $ 1.00 |
| Average length of stay in hours | 1.12 |
| ***Proposed new 16-60 rate (multiply)*** | ***$ 2.00*** |
| Extrapolated New Average Ticket amount | $ 2.24 |
| Full year extrapolated Revenue producing transactions (multiply) | 97,316 |
| Extrapolated New Net Revenue | $ 217,532.00 |
| **Gross Revenue Increase** | **$ 108,766.00** |

*** Averaging roughly 35-40% of all tickets collected in 2012 were 0-15 minute free grace period tickets =125 per day average

***raising your long term hourly rates to at least match the first ST segment will not generate any substantial revenue streams, minimal usage