
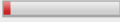
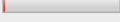
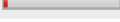
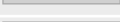


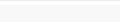


How long it would take for us to recoup the construciton cost?

Q5. What would be the maximum price you would be willing to pay per month for a daily parking spot, if a private parking garage were built at one end of Old Thompson Field?			
Count	Percent		
721	32.06%		\$35 per month
127	5.65%		\$40 per month
29	1.29%		\$45 per month
79	3.51%		\$50 per month
9	0.40%		\$55 per month
5	0.22%		\$60 per month
29	1.29%		\$65 per month
1250	55.58%		Not interested/Not willing to pay
2249	Respondents		

Count	Price	Projected revenue at this price with 210 parking spaces	
721	\$35	\$7,350.00	Here, we assumed the number of customer to be 210.
127	\$40	\$8,400.00	Here, we assumed the number of customer to be 210.
29	\$45	\$6,795.00	Number of total customers 151
79	\$50	\$6,100.00	Number of total customers 122
9	\$55	\$2,365.00	Number of total customers 43
5	\$60	\$2,040.00	Number of total customers 34
29	\$65	\$1,885.00	Number of total customers 29

Note: We assume that people who are willing to pay more will get the parking spot will purchase a spot with lower price. For example, a person who are willing to pay \$65 would pay \$60 or \$55 to purchase a spot.

According to this calculation, the most profitable price would be \$40.

The projected cost for the construction of the parking garage is 1.8 million.

We assume the monthly charge to be \$40 and the monthly revenue to be \$8,400

number of years to recoup 1.8 million (with 10 months revenue per year)

21.42857

We do not have any inforamtion on the maintenance cost at this point.

We could look into a model that included incremental price increase every 3 years / 5 years.