

Town Manager Report  
December 9, 2019

I would like to begin my Town Manager's report by extending my holiday wishes to the good people of Cape Elizabeth. Here is to hoping the season brings happiness and health.

There will be a Holiday tree lighting event Friday evening, December 13<sup>th</sup> at the Thomas Memorial Library, from 6 to 7 pm. The event is sponsored by the Cape Courier.

As stated last month, I am happy to bring an end of the season report on the pay and display program at Fort Williams. The first four months were very successful, ending approximately \$65,100 over the forecast gross receipts, and \$40,400 over the forecast net receipts. The gross estimated revenue was forecast to be \$345,100, while actual was \$410,200, and net was forecast at \$236,300, while actual net revenue was \$276,700.

Operating expenses were slightly over forecast, by 1%. This is due primarily to the start up costs and increasing the number of terminals over the original amount forecast. This is anticipated to stabilize as the program continues next spring, and conform to the forecast expense amounts. The forecast expenses were \$58,000 while the actual was \$65,900. This resulted in a net expense ratio of 16%, which is less than the 17% originally forecast. This is a function of having higher gross revenues and the relationship between the gross expenses to that revenue.

The volume of transactions tracked as anticipated in the study performed by the special subcommittee in advance of implementing the program. There were a total of 92,955 transactions at the terminals. Of all transactions, the two hour purchase was 89% of the volume, at 82,920 transactions and 81% of the gross revenues. The three hour pass was the second most popular option, at 7% of the volume with 6,533 transactions. The remaining 4% of transactions were divided between the four and five hour passes and the season pass. There were 1,420 season passes purchased, which at 1.5% of all transactions is a strong indication that this option was taken by visitors from surrounding communities.

With two months remaining in the first year program, May and June of 2020, it is strongly anticipated that the Town shall meet and exceed the anticipated revenue for fiscal year 2020.

Respectfully submitted,

Matthew E. Sturgis  
Town Manager

## Fort Williams Season Financial Recap

<b>REVENUE</b>	<b>Actual</b>	<b>Budget</b>	<b>Variance</b>
<b>July</b>	\$122,670	\$96,046	\$26,624
<b>August</b>	\$124,458	\$96,046	\$28,412
<b>September</b>	\$86,569	\$110,808	(\$24,239)
<b>October</b>	\$76,369	\$42,184	\$34,185
<b>Season Revenue</b>	<b>\$410,228</b>	<b>\$345,084</b>	<b>\$65,144</b>

<b>Expenses</b>	<b>Actual</b>	<b>Budget</b>	<b>Variance</b>
Operating Expenses	\$65,878	\$58,037	(\$7,841)
Expense ratio	16%	17%	1%

<b>Season Recap</b>	<b>Transactions</b>	<b>Revenue</b>
2 Hours- \$4.00	82,920	\$331,678
3 Hours- \$6.00	6,533	\$39,199
4 Hours- \$8.00	1,466	\$11,728
5 Hours- \$10.00	616	\$6,160
Seasons Pass (\$15.00)	1,420	\$21,300

	<b>Actual</b>	<b>Budget</b>	<b>Variance</b>
<b>Fort Williams Profit</b>	<b>\$276,688</b>	<b>\$236,306</b>	<b>\$40,383</b>

The first year of paid parking at Fort Williams Park was an overwhelming success. Revenues exceeded budgeted projections in three of four months and surpassed overall budgeted revenues by \$65,144. A major point of emphasis for us in the initial season was user experience, and because of this, we added three additional meters to the 10 initially placed so that lines at pay stations remained short. The addition of the three meters added to the overall expense line, but with higher than expected revenues the expense ratio remained 1% below budget. In total the Town of Cape Elizabeth received a surplus of \$40,383 (a 15% increase over budget) which resulted in a profit for the Town of \$276,688 in the first four months of the program.