

THIS PRINT COVERS CALENDAR ITEM NO: 15

MUNICIPAL TRANSPORTATION AGENCY  
City and County of San Francisco

DIVISION: Finance & Administration

BRIEF DESCRIPTION:

Authorizing the Executive Director/CEO, or his designee, to approve the Golden Gateway Garage Fiscal Year 2007-2008 budget and Marketing plan.

SUMMARY:

- On August 9, 2001, the City entered into a six-year agreement with Five Star Parking/Elite Parking (a joint venture) for the management of the Golden Gateway Garage that commenced on March 1, 2002.
- On July 1, 2007, the SFMTA amended the existing agreement with Five Star/Elite Parking that will expire on February 28, 2009.
- Pursuant to the amended agreement, Five Star Parking/Elite Parking was required to submit an annual operating budget and marketing plan for review and approval.
- Staff has worked with Five Star Parking/Elite Parking to complete a budget over the last six months and recommends approval of the version of the budget which is attached
- The City Attorney's Office has reviewed this calendar item.

ENCLOSURES:

1. MTAB Resolution
2. Fiscal Year 2007-2008 budget and Marketing plan for the Golden Gateway Garage

APPROVALS:

DATE

DEPUTY OF DIVISION  
PREPARING ITEM

\_\_\_\_\_

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FINANCE

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EXECUTIVE DIRECTOR/CEO

\_\_\_\_\_

\_\_\_\_\_

SECRETARY

\_\_\_\_\_

\_\_\_\_\_

ADOPTED RESOLUTION

SHOULD BE RETURNED TO: Sonali Bose, Finance & Administration

ASSIGNED MTAB CALENDAR DATE: \_\_\_\_\_

**EXPLANATION:**

On August 9, 2001, the City entered into a six-year agreement with the joint venture of Five Star Parking/Elite Parking (“Manager”) for the management of the Golden Gateway Garage (“Garage”) that commenced on March 1, 2002. On July 1, 2007, the SFMTA Board amended the original agreement “First Amendment”.

Pursuant to the First Amendment, the Manager is required to submit an annual operating budget for review and approval by the SFMTA Board of Directors. The Management Fee increased from \$1.00 per month in FY 2006-2007 to \$3,000 per month in FY 2007-2008. In addition, the Manager will receive a \$6,000 annual fee if annual revenue goals are met replacing the original incentive fee that was based on a percentage of gross revenues. The target annual revenue is the garage proposed gross revenue less parking taxes.

The Municipal Railway receives 100% of net income from garage revenues.

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**FISCAL YEAR 2006-2007**

A comparison between the approved FY 2006-2007 budget and the actual FY 2006-2007 performance is shown in Table 1 below.

**Table 1**

<b>FY 2006-2007 Performance</b>	<b>Approved Budget July 1, 2006 - June 30, 2007</b>	<b>Actual July 1, 2006 – June 30, 2007</b>	<b>Difference Between Approved and Actual</b>
Revenues	\$7,024,720	\$7,318,690	\$293,970
less Parking Taxes	\$1,332,800	\$1,396,372	\$63,572
less Expenses	\$1,939,089	\$1,810,643	-\$128,446
<b>Net Income</b>	<b>\$3,752,831</b>	<b>\$4,111,675</b>	<b>\$358,844</b>

Compared to the approved budget, the actual gross revenue was 4.2 percent above the target. Transient revenues were \$438,876 or 13 percent over the budgeted amount. However, this increase was offset by decreases in revenues for monthly parking, business validations, and government parking.

The increase in transient revenue was largely due to an increase in Early Bird patronage. Early Bird parking increased by 24% compared to FY 2005-2006. New parking rates implemented on April 1, 2007 accounted for approximately 13 percent of the transient revenues over the budgeted amounts.

On the expense side, total expenditures were \$1,810,643 and were \$128,446 below budget, or 6.6 percent. This variance was due to the deferral of capital expenditures until the capital and structural needs of all garages are completed by a consultant hired by the SFMTA. Therefore, net income was \$358,844 or 9.6 percent above the budget, generating \$4,111,675 in FY 2006-2007 to the SFMTA.

**FISCAL YEAR 2007-2008**

A comparison between the approved FY 2006-2007 budget and the proposed FY 2007-2008 budget is shown in Table 2 below.

**Table 2**

<b>FY 2007-2008 Proposed Budget</b>	<b>Approved Budget July 1, 2006 - June 30, 2007</b>	<b>Proposed Budget July 1, 2007- June 30, 2008</b>	<b>Difference Between FY 2006-2007 and FY 2007-2008</b>	<b>Fiscal Year 2007-2008 To-Date (5 months)</b>
Revenues	\$7,024,720	\$7,616,435	\$591,715	\$3,294,799
less Parking Taxes	\$1,332,800	\$1,439,487	\$106,687	\$612,615
less Expenses	\$1,939,089	\$1,960,157	\$21,068	\$756,999
<b>Net Income</b>	<b>\$3,752,831</b>	<b>\$4,216,791</b>	<b>\$463,960</b>	<b>\$1,925,185</b>

For FY 2007-2008, the Manager projects generating \$7,616,435 in revenues. This amount is \$591,715 or 8.4 percent over FY 2006-2007 budgeted revenues and \$297,745 or 4.1 percent over FY 2006-2007 revenues. The implementation of new parking rates on April 1, 2007, increase in transient volume for early bird patrons are major factors contributing to increase in revenues.

The Manager proposes operating expenditures of \$1,960,157. This amount is \$21,068 or 1.1 percent more than the amount budgeted for FY 2006-2007. The Manager projects generating \$4,216,791 to the Municipal Railway for FY 2007-2008 which is \$463,960 or 12.1 percent more than the amount budgeted for FY 2006-2007.

Through November 2007, five months into Fiscal Year 2007-2008, actual revenues were \$3,294,799 compared to actual expenses of \$756,999. Actual revenues are six percent above the proposed budget amount and expenses to date are approximately seven percent under the proposed amount which may be offset through the remainder of the fiscal year due to anticipated increases in labor cost and associated expenses. To date, the garage revenue and expense performance appears to be as proposed by the Manager.

**Marketing Plan:**

The Manager's marketing approach for the Golden Gateway Garage for FY 2007-2008 is to continue to promote the early bird rate and hours, carpooling, overnight monthly parking and the Parking and Ride Program. Additionally, the Manager will focus its efforts on recapturing hotel business that has declined in recent years.

**Recommendation:**

This item directly supports Goal 2, Improved Service Delivery and Goal 4, Improved Financial Stability and all the other SFMTA 2008-2012 Strategic Plan Goals indirectly.

Staff recommends that the SFMTA Board of Directors adopt the attached resolution, authorizing the Executive Director/CEO, or his designee, to approve the Golden Gateway Garage Fiscal Year 2007-2008 budget and Marketing plan.

The City Attorney's Office has reviewed this calendar item.

MUNICIPAL TRANSPORTATION AGENCY  
BOARD OF DIRECTORS  
CITY AND COUNTY OF SAN FRANCISCO

RESOLUTION No. \_\_\_\_\_

WHEREAS, Five Star Parking/Elite Parking (“Manager”), a joint venture, operates the Golden Gateway Garage (“Garage”) on behalf of the City and County of San Francisco under a six-year agreement “Agreement” dated August 9, 2001; and,

WHEREAS, On July 1, 2007, the Municipal Transportation Agency Board of Directors approved the “First Amendment” to the Agreement; and,

WHEREAS, Under the terms of the First Amendment, the Manager is required to submit an annual operating budget and marketing plan for review and approval; and,

WHEREAS, The Manager has submitted the fiscal year 2007-2008 budget and marketing plan for the Golden Gateway Garage to the Municipal Transportation Agency Board of Directors for review; and,

WHEREAS, The Municipal Transportation Agency Board of Directors has reviewed the Garage fiscal year 2007-2008 budget and marketing plan; now, therefore, be it

RESOLVED, That the Municipal Transportation Agency Board of Directors authorizes the Executive Director/CEO, or his designee, to approve the Golden Gateway Garage Fiscal Year 2007-2008 budget and marketing plan.

I hereby certify that the foregoing resolution was adopted by the Municipal Transportation Agency Board of Directors at its meeting of \_\_\_\_\_.

\_\_\_\_\_  
Secretary, Municipal Transportation Agency Board

**CITY AND COUNTY OF SAN FRANCISCO**

**Golden Gateway Garage  
250 Clay Street  
San Francisco, CA 94111**

**PROPOSED BUDGET**

**Fiscal Year July 1, 2007 – June 30, 2008**

**Prepared by:**

**Five Star Parking**

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## **GOLDEN GATEWAY GARAGE**

### **2006-2007 HIGHLIGHTS**

Five Star/Elite Parking's approach for the Golden Gateway Garage for FY 2006-2007 was to address congestion during peak periods and enhance accommodations. Despite the loss of some monthly patrons, the garage is often over capacity during which the garage utilizes valet services.

The carpooling rate and Park and Ride programs are to help reduce traffic congestion and provide a convenient center of service for the surrounding area.

Beginning in April 2007, the Golden Gateway Garage increases its overall daily/monthly parking rates. Extended Early-Bird schedule has not only increased the daily transient use of the garage but also provided a more convenient program for patrons that stay in the area after 5 pm for shopping and dining after regular business hours.

Five Star Parking/Elite Parking has been able to park more valet vehicles in the garage while still allowing ample parking for monthly parkers.



## **GOLDEN GATEWAY GARAGE**

### **2007-2008 PRIORITY GOALS**

The Golden Gateway Garage served hotels like the Park Hyatt now Le Meridian and the Hyatt Regency Embarcadero. The garage lost hotels' business due to rate increases in 2003. Five Star Parking will attempt to recapture that lost revenue by marketing to restaurants, hotels, property managers and valet companies in the area. The goal is to attract overflow parking from those markets.

The Golden Gateway Garage has been offering Evening Monthly (Night Monthly) programs for those customers who use the garage in the afternoon & evenings. This program accommodates patrons in the neighborhood by offering a lower rate to customers who need monthly parking when the garage is not fully utilized.

The Golden Gateway Garage, Five Star Parking will aggressively market business validation to merchants around the area.

At Golden Gate Garage, Five Star Parking will continue to offer valet services at the self-park area to increase accommodations and thus, increase revenue. During busy periods, this approach has helped reduce traffic congestion and generated additional revenue.

**GOLDEN GATEWAY GARAGE**  
**FY 2007-2008 Proposed Budget**  
**Summary of Revenue and Expenses**

	Approved Budget July 1, 2006 - June 30, 2007	Actual July 1, 2006 - June 30, 2007	Proposed Budget July 1, 2007 - June 30, 2008	Difference Between 2006/07 Actual & 2007/08 Proposed Budget	
				\$	%
<b>REVENUES</b>					
1a Transient Parking	3,450,000	3,888,876	4,020,035	131,159	3%
1b Monthly Parking	3,114,000	3,017,890	3,100,000	82,110	3%
1c Business Validation	100,000	75,094	77,400	2,306	3%
1g Government Parking (Tax Exempt)	339,720	317,928	400,000	82,072	26%
<b>Total Parking Revenue</b>	<b>\$7,003,720</b>	<b>\$7,299,788</b>	<b>\$7,597,435</b>	<b>\$297,647</b>	<b>4%</b>
2a Miscellaneous	21,000	18,902	19,000	98	1%
<b>Gross Revenue</b>	<b>\$7,024,720</b>	<b>\$7,318,690</b>	<b>\$7,616,435</b>	<b>\$297,745</b>	<b>4%</b>
3a Parking Tax	1,332,800	1,396,372	1,439,487	43,115	3%
<b>Net Revenue</b>	<b>\$5,691,920</b>	<b>\$5,922,318</b>	<b>\$6,176,948</b>	<b>\$254,630</b>	<b>4%</b>
<b>EXPENSES</b>					
<b>Personnel Cost</b>					
A1 Administrative Salaries	205,555	168,318	234,484	66,166	39%
A2 Parking Operations Salaries	608,522	634,485	575,035	(59,450)	-9%
A3 Janitorial Salaries	30,000	27,902	45,576	17,674	63%
<b>Payroll Expenses</b>					
B1 Payroll Taxes (non-SF)	73,000	75,480	72,683	(2,797)	-4%
B2 SF Payroll Taxes	13,200	12,461	12,826	365	3%
B3 Welfare & Pension	250,000	260,653	301,068	40,415	16%
B4 Worker's Compensation	102,000	100,322	107,485	7,163	7%
<b>Utilities</b>					
C1 PG & E	80,000	62,795	75,000	12,205	19%
C2 Water	12,000	5,079	6,000	921	18%
C3 Telephone	3,000	3,330	3,600	270	8%
C4 Scavenger	4,500	5,537	5,000	(537)	10%
<b>Supplies &amp; Service</b>					
D1 Insurance	39,000	38,442	39,000	558	1%
D2 Repair & Maintenance	37,000	35,254	45,000	9,746	28%
D3 Office Supplies	5,000	5,611	7,500	1,889	34%
D4 Garage Supplies	17,000	15,842	17,000	1,158	7%
D5 Parking Supplies	8,000	7,295	8,000	705	10%

**GOLDEN GATEWAY GARAGE**  
**FY 2007-2008 Proposed Budget**  
**Summary of Revenue and Expenses**  
**(Continued)**

	Approved Budget July 1, 2006 - June 30, 2007	Actual- July 1, 2006 - June 30, 2007	Proposed Budget July 1, 2007 - June 30, 2008	Difference Between 2006/07 Actual-Anticipated & 2007/08 Proposed Budget	
				\$	%
<b>Management Costs</b>					
E1 Management Fee	12	12	36,000	35,988	299900%
E2 Incentive Fee	25,000	0	6,000	6,000	100%
<b>Professional/Personal Services</b>					
F1 Accounting/Bookkeeping	1,700	1,703	1,700	-3	0%
F2 Garage Audit	6,000	8,845	8,900	55	1%
F3 Security (Contractual)	132,000	132,788	133,000	212	0%
F4 Personnel Training	2,500	2,498	2,500	2	0%
F5 Bank Charges (Non-trustee)	0	7,025	0	(7,025)	-100%
F6 Uniform Cleaning	7,800	9,242	9,500	258	3%
F7 Payroll Processing	2,800	2,798	2,800	2	0%
G1 Taxes & Licenses	500	0	500	500	100%
G2 Marketing	5,000	784	3,000	2,216	283%
G3 Garage Claims	6,000	4,476	5,600	1,124	25%
G4 Park & Ride Shuttle Service	180,000	176,311	180,000	3,688	2%
G6 Other Contractual Services (Armored Car)	0	0	8,400	8,400	100%
G7 Miscellaneous (Card Refund)	7,000	5,355	7,000	1,645	31%
<b>Total Garage Expense</b>	<b>\$1,864,089</b>	<b>\$1,810,643</b>	<b>\$1,960,157</b>	<b>\$149,514</b>	<b>8%</b>
<b>Garage Operating Income/Loss</b>	<b>\$3,827,831</b>	<b>\$4,111,675</b>	<b>\$4,216,791</b>	<b>\$105,117</b>	<b>3%</b>
G5 Capital Expenditures	\$75,000	\$0	\$0	\$0	0.0%
<b>Garage Net Income</b>	<b>\$3,752,831</b>	<b>\$4,111,675</b>	<b>\$4,216,791</b>	<b>\$105,117</b>	<b>3%</b>

**GOLDEN GATE GARAGE  
FY 2007-2008 Projected Revenues**

	<b>Jul</b>	<b>Aug</b>	<b>Sept</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Total</b>
<b>REVENUES</b>													
<b>Parking Revenues</b>													
1a Transient Parking	284,618	330,849	306,729	356,578	320,799	312,357	339,693	318,387	391,552	352,558	355,372	350,543	4,020,035
1b Monthly Parking	258,333	258,333	258,333	258,333	258,333	258,333	258,333	258,333	258,333	258,333	258,333	258,333	3,100,000
1c Business Validations	6,450	6,450	6,450	6,450	6,450	6,450	6,450	6,450	6,450	6,450	6,450	6,450	77,400
1g Government Parking (Tax Exempt)	33,333	33,333	33,333	33,333	33,333	33,333	33,333	33,333	33,333	33,333	33,333	33,333	400,000
<b>Total Parking Revenue</b>	<b>\$582,734</b>	<b>\$628,965</b>	<b>\$604,845</b>	<b>\$654,694</b>	<b>\$618,915</b>	<b>\$610,473</b>	<b>\$637,809</b>	<b>\$616,503</b>	<b>\$689,668</b>	<b>\$650,674</b>	<b>\$653,488</b>	<b>\$648,659</b>	<b>\$7,597,427</b>
2a Miscellaneous	1,583	1,583	1,583	1,583	1,583	1,583	1,583	1,583	1,583	1,583	1,583	1,583	19,000
<b>Gross Revenue</b>	<b>\$584,318</b>	<b>\$630,549</b>	<b>\$606,429</b>	<b>\$656,278</b>	<b>\$620,499</b>	<b>\$612,057</b>	<b>\$639,393</b>	<b>\$618,087</b>	<b>\$691,528</b>	<b>\$652,258</b>	<b>\$655,072</b>	<b>\$650,247</b>	<b>\$7,616,427</b>
3a Parking Tax	109,880	119,126	114,302	124,272	117,116	115,428	120,895	116,634	131,267	123,468	124,031	123,066	1,439,487
<b>Net Revenue</b>	<b>\$474,437</b>	<b>\$511,422</b>	<b>\$492,126</b>	<b>\$532,005</b>	<b>\$503,382</b>	<b>\$496,628</b>	<b>\$518,497</b>	<b>\$501,452</b>	<b>\$559,984</b>	<b>\$528,789</b>	<b>\$531,040</b>	<b>\$527,176</b>	<b>\$6,176,940</b>

## NARRATIVE

### FY 2006-2007 Approved Budget To FY 2006-2007 Actual

#### REVENUES

- 1a. Transient Parking** **+12.72%**  
Transient parking revenue is expected to be over budget by 13.13% due to the rate increase implemented in April 2007 which increased budget revenues. Increase the number of transient especially the Early Bird.
- 1b. Monthly Parking** **-3.09%**  
This item is less than the budgeted amount due to numerous monthly parkers who cancelled their parking due to change of their office location.
- 1c. Business Validation** **-24.91%**  
Business validation is less than the budgeted because company validations were lower expected.
- 1g. Government Monthly Parking** **-6.41%**  
Government monthly parking was under the budget because of the reduction in the number of spaces allocated (from 93 to 83 spaces).
- 2a. Miscellaneous** **-9.99%**  
This category was over-budgeted and the actual revenue reflects current activity for late monthly payment fees, lost card replacement fees and card deposits.
- 3a. Parking Tax** **+4.77%**  
Parking tax revenue is higher than the budgeted amount due to higher taxable revenues.

#### EXPENSES

- A1. Administrative Salaries** **-18.12%**  
Cost for Administrative Salaries was under the budgeted because of the unfilled position for Assistant Manager.
- A2. Parking Operations Salaries** **+4.27%**  
Parking Operations salaries are over the budget as a result of the change in personnel schedules and the two added full-time valet attendants for additional workload resulted from increase in transient customers (the Early Bird increased by 28%).
- A3. Janitorial Salaries** **-6.99%**  
Janitorial Salaries is lower than the budgeted amount because the facility cleaning service was budgeted for 56 hours per week while the actual cleaning was done 40 hours each week.

- B1. Payroll Taxes (non-SF)** **+3.40%**  
This category is directly related to employee payroll. The payroll taxes are approximately 8.5% percent of the entire payroll.
- B2. SF Payroll Taxes** **-5.60%**  
This item is lower than budgeted and it reflects 1.5% of total salaries.
- B3. Welfare & Pension** **+4.26%**  
Welfare and Pension is over the budgeted amount due to increase in health benefit cost, which currently is \$815 per month per eligible employee.
- B4. Worker's Compensation** **-1.65%**  
Worker's Compensation costs are under the budget due to a decrease in the rate from 14% to 12.57% of gross payroll. The decrease in rate resulted from the implementation of an aggressive employee safety program.
- C1. Gas & Electric** **-21.51%**  
Gas & Electric is under the budgeted amount due to a decrease in actual usage.
- C2. Water & Sewer** **-57.68%**  
Water & Sewer is lower than the budgeted amount due to a decrease in water service charges.
- C3. Telephone** **+11.00%**  
This item is over the budget because the garage added one extra phone line to separate fax line from the credit card terminal line. This category consists of two lines for credit card terminal, one line for fax, and a main office line for local charges and DSL services.
- C4. Scavenger** **+23.04%**  
This item is over the budget due to service change implemented by the scavenger company.
- D1. Insurance** **-1.43%**  
Cost in insurance reflects the actual charges.
- D2. Repair & Maintenance** **-4.72%**  
Repair & Maintenance cost is slightly below the budget. This category includes parking equipment maintenance, cleaning equipment maintenance, and various other repairs and maintenance items such as lighting repairs, painting, etc.
- D3. Office Supplies** **+12.22%**  
This category consists of all office supplies such as paper, pens, toner cartridges and replacement costs for typewriters and calculators.

<b>D4. Garage Supplies</b>	<b>-6.81%</b>
Garage Supply expense is lower compared to the budget due to lower replacement cost for certain items such as light bulbs, cleaning supplies, cones, paint, etc.	
<b>D5. Parking Supplies</b>	<b>-8.81%</b>
Budget for Parking Supplies is under-spent due to actual lower cost in items such as parking tickets, register tape, register ribbons, parking signs, etc.	
<b>E1. Management Fee</b>	<b>0.00%</b>
The Management Fee is \$1.00 per month.	
<b>E2. Incentive Fee</b>	<b>-100%</b>
<b>F1. Accounting/Bookkeeping</b>	<b>+0.18%</b>
Accounting/Bookkeeping is anticipated to be at the budget amount.	
<b>F2. Audit</b>	<b>+47.42%</b>
This item is over the budget due to additional auditing requirements and an increase in service charge. The audit is a requirement of the agreement for the garage management company and is performed by a Certified Public Accountant in accordance with generally accepted auditing procedures for every contract year.	
<b>F4. Security (Contractual)</b>	<b>+0.60%</b>
Security is anticipated to meet the budget target.	
<b>F6. Personnel Training</b>	<b>-0.08%</b>
Personnel Training is anticipated to meet the budget target.	
<b>F7. Bank Fees (non-Trustee)</b>	<b>+100%</b>
Bank Account has changed from Five Star Parking/Elite Parking to new City account.	
<b>F9. Uniform Cleaning</b>	<b>+18.49%</b>
Uniform Cleaning is over the budget because of the two added employees during the mid fiscal year.	
<b>F10. Payroll Processing</b>	<b>-0.07%</b>
Payroll Processing is anticipated to meet the budget target.	
<b>G1. Tax &amp; License Fees</b>	<b>-100%</b>
<b>G2. Marketing</b>	<b>-84.32%</b>
Marketing is under the budget due to the extension in parking hours for Early Bird parking. In addition, there has been a tremendous increase (26% from the prior year) in transient parkers. The garage parking has been nearly full to its capacity and we have not been exercising any marketing campaign because it's not necessary.	

**G3 Garage Claims -25.40%**  
Cost in Garage Claims is lower than the budgeted amount due to improved staff training and better operating procedures.

**G4 Park & Ride Shuttle Service -2.05%**  
Park & Ride Shuttle Service is lower than the budgeted amount because the extra shuttle that was budgeted for special events was not needed.

**G7 Miscellaneous -23.50%**  
This item includes the refunding for card deposits.

**G5. Capital Expenditure -100%**  
Capital expense for facilities assessment consultant was deferred to FY 2007-2008 pending revised scope of services.



**NARRATIVE**

**FY 2006-2007 Actual  
to  
FY 2007-2008 Proposed Budget**

**REVENUES**

**1a Transient Parking** **+3.37%**  
Transient revenues are projected to increase due to a rate increase implemented on April 1, 2007.

**1b Monthly Parking** **+2.72**  
Monthly revenues are projected to increase by \$82,110 due to a rate increase implemented on April 1, 2007.

**1c Business Validation** **+3.07%**  
Business validation anticipates increase with aggressive marketing plan to merchants in the area.

**1g Government Monthly Parking** **+25.81%**  
Monthly government vehicle revenues are projected to increase by \$82,072 due to a rate increase implemented on April 1, 2007. The increase is recommended to take effect in November 2007.

**2a Miscellaneous Income** **+0.52%**  
No big increase anticipated for card deposits, late fees and card replacement fees.

**3a Parking Tax** **+3.09%**  
The increase reflects a 25% parking tax included in the posted rates on taxable transient and monthly parking revenue projections.

**EXPENSES**

**A1 Administrative Salaries** **+39.31%**  
Budget for Administrative Salaries increased because the garage plans to fill the Assistant General Manager's position. In addition, we will move two supervisors' salaries into administrative category. The budget also represents the scheduled yearly union increase.

**A2 Parking Operation Salaries** **-9.37%**  
Parking Operations Salaries consists of all cashiers and valet attendant hours. The budget also reflects the scheduled increase in the union contract. The decrease in this line item includes the move of one employee out into the Administrative Salary category and a half of the FTE into the Janitorial line item. The budget covers regular hours, vacation pay, holiday pay and sick pay.

<b>A3</b>	<b>Janitorial (non-contract)</b>	<b>+63.34%</b>
	This line item covers the salary cost of one full-time employee.	
<b>B1</b>	<b>Payroll Taxes</b>	<b>-3.71%</b>
	The payroll taxes are estimated at 8.5% of the entire payroll.	
<b>B2</b>	<b>SF Payroll Tax</b>	<b>+2.93%</b>
	Increase in SF Payroll Tax reflects an increase in salaries. The tax is 1.5% of the entire payroll.	
<b>B3</b>	<b>General Welfare &amp; Pension</b>	<b>+15.51%</b>
	The current cost for health benefit is \$815 per month per eligible employee.	
<b>B4</b>	<b>Worker's Compensation</b>	<b>+7.14%</b>
	Rate for Worker's Compensation is at 12.57% of total gross payroll.	
<b>C1</b>	<b>PG&amp;E</b>	<b>+19.44%</b>
	PG&E reflects current usage but includes anticipated changes.	
<b>C2</b>	<b>Water &amp; Sewer</b>	<b>+18.13%</b>
	Water & Sewer reflects current usage at current rates. We are also factoring in the possible increase for this service.	
<b>C3</b>	<b>Telephone</b>	<b>+8.11%</b>
	This line item budget reflects current usage level and anticipated charges.	
<b>C4</b>	<b>Scavenger</b>	<b>-9.7%</b>
	This item reflects current charges.	
<b>D1</b>	<b>Insurance</b>	<b>+1.45%</b>
	This line item covers the insurance cost at the current rate.	
<b>D2</b>	<b>Repair &amp; Maintenance</b>	<b>+27.65%</b>
	This category covers the costs for parking equipment maintenance, equipment cleaning and maintenance, and various other minor repairs and maintenance such as lighting repairs, painting, etc. The garage plans to complete its re-lamping project and a general painting project in the second quarter of the new fiscal year.	
<b>D3</b>	<b>Office Supplies</b>	<b>+33.67%</b>
	Office Supplies are projected to increase for the new fiscal year. This category consist of all office related supplies such as paper, pens, toner, receipt rolls etc. The increase also reflects the replacement cost for two (2) office computers.	
<b>D4</b>	<b>Garage Supplies</b>	<b>+7.31%</b>
	Garage Supplies are projected to increase for the new fiscal year.	

- D5 Parking Supplies** **+9.66%**  
 Parking Supplies are projected to increase for the new fiscal year due to anticipated increase in parking related supplies. This line item covers the costs of parking tickets, register tape and register ribbon.
- E1 Management Fee** **299,900%**  
 Based on the management agreement, the Management Fee is increased from \$1 to \$3,000 per month.
- E2 Incentive Fee** **+100%**  
 No incentive fee was paid out in FY 2006-2007. Based on the management agreement, the Management Fee is decreased form \$25,000 budgeted in FY 2006-2007 to \$6,000 in FY 2007-2008 per year.
- F1 Accounting & Bookkeeping** **-0.18%**  
 Accounting & Bookkeeping budget is projected to be close to the actual cost incurred in FY 2006-2007.
- F2 Garage Audit** **+0.62%**  
 Budget for Garage Audit is projected to decrease with no additional auditing anticipated for the yearly audit. The audit is conducted by an independent Certified Public Accounting firm in accordance with generally accepted account principals for each contract year as required under the agreement to manage the garage.
- F4 Garage Security** **+0.16%**  
 Garage Security is budgeted close to the actual cost incurred in FY 2006-2007.
- F6 Personnel Training** **+0.08%**  
 Compared to the budget in FY 2006-2007, no change anticipated in personnel training cost.
- F7 Bank Fees** **-100%**  
 Garage does not anticipate any bank fees in FY 2007-2008.
- F9 Uniform Cleaning** **+2.79%**  
 Budget increase is due to cost increase in uniform cleaning.
- F10 Payroll Processing** **+0.07%**  
 Budget for this line item remains unchanged compared to the amount budgeted in FY 2006-2007.
- G1 Taxes & Licenses** **+100%**  
 This item represents business tax registration fees. No actual cost incurred in FY 2006-2007. Budget for this line item remains unchanged compared to the amount budgeted in FY 2006-2007.
- G2 Marketing** **+283%**  
 This line item budget is decreased by \$2,000 compared to the FY 2006-2007 budgeted amount but it's an increase compared to the actual cost incurred. The garage plans to

increase its marketing effort for Night Monthly and Business Validation parking for customers who work late in the day & evening when the facility is under utilized.

**G3 Garage Claims +25.11%**

This category is budgeted to cover the possible increase in claims due to higher number of valet-parking vehicles.

**G4 Park & Ride Shuttle Service +2.09%**

Budget for this line item remains unchanged compared to the amount budgeted in FY 2006-2007. But we anticipate increase in actual cost in next fiscal year due to extra shuttle services provided for special events.

**G6 Other Contractual Service (Armored Car) +100%**

This is a new item budgeted to cover the cost of automated safe and armored car pick-up service that will start in the second quarter of the new fiscal year.

**G7 Miscellaneous +30.72%**

This category consists of all monthly card deposits, late fees and replacement cardkey fees.

# Golden Gateway Garage

## Garage Rates and Hours of Operation

FIVE STAR PARKING/ ELITE PARKING

250 CLAY ST, SAN FRANCISCO, CA 94111

### Transient Parking

#### Day Rates – All Day

0.0 – 0.5 Hour	\$3.00
0.5 – 1.0 Hours	\$6.00
1.0 – 1.5 Hours	\$9.00
1.5 – 2.0 Hours	\$12.00
2.0 – 2.5 Hours	\$15.00
2.5 – 3.0 Hours	\$18.00
3.0 – 3.5 Hours	\$21.00
3.5 – 4.0 Hours	\$24.00
4.0 – 4.5 Hours	\$27.00
4.5 – 5.0 Hours	\$30.00
5.0 – 5.5 Hours	\$33.00
5.5 – 6.0+ Hours	\$36.00
24 Hour Maximum	\$36.00
Lost Ticket	\$36.00
Early Bird	\$18.00
Motorcycle Flat Rate	\$7.00
Park & Ride Rate (weekends only & good till 10 pm)	\$3.00

#### Evening Rate

Flat Rate applies only to vehicles Entering after 5.00PM, out before closing time.	\$6.00
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#### Monthly Parking

Regular	\$390.00
Motorcycle	\$90.00
Government	\$312.00
Carpool/Car share (3 or more persons in vehicle)	\$210.00

Assigned/Reserved	\$500.00
Restricted Night Monthly Mon. thru Fri. – Vehicle must enter after 2:00 PM and exit by 8:00 AM Sat. & Sun. – No Restrictions	\$210.00

#### Miscellaneous Charges

Late Monthly Payments (after 5 <sup>th</sup> day of the month)	\$25.00
Lost Access Card	\$25.00
Damaged Access Card/ Lost Card	\$25.00
Access Card Deposit	\$50.00
No Key Charge – At Valet Parking	\$25.00

#### Hours of Operation

##### Self – Parking

Monday – Thursday 4:00 AM – 12:00 MIDNIGHT
Friday 4:00 AM – 2:00 AM
Saturday 8.00 AM – 2:00 AM
Sunday 9:00 AM – 10:00 PM

##### Valet Parking

Monday – Friday 6:00 AM – 6:00 PM
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## **GOLDEN GATEWAY GARAGE FY 2007-2008 MARKETING PLAN**

Following is the Marketing Plan from Five Star Parking for the Golden Gateway Garage. Five Star Parking would like to institute some or all of the following new programs at the Golden Gateway Garage in the upcoming budget year.

- a. Establishment of a dedicated website specifically for the Golden Gateway Garage is the next important step for marketing the garage. The website will be designed for the efficient dissemination of information regarding parking programs, rates, maps, hours of operation and available services.
- b. Have already and to continued promote of our “Early Bird Special” rate that has always been competitive with the nearby garages. A schedule (enter by 10am and exit by 10 pm) give customers a more flexible & usable timetable to take advantage of shopping and dining after they have completed their workday. This will help sustain the increase of daily transients as the needs of parking increase and better serve the financial district community.
- c. A Carpool Monthly rate has been offered to customers who prefer to ride with 3 or more passengers in their vehicles. The rate is also substantially lower than that of the regular rate and would encourage single commuters to carpool to work. An informative flyer is passed out on a monthly basis to promote this program to our daily and monthly customers.
- d. To continue with general promotion of “Night Monthlies” is important to attract more customers who work later in the day & evenings. Many employees in the area are attracted to a “Discounted” monthly program for cars entering after 2PM. The Additional revenue would come from use of the Garage at times when it is presently underutilized.
- e. Re-capture surrounding hotel parking. A few years ago, both the Park Hyatt & Hyatt Regency hotels had monthly accounts at the Golden Gateway garage. This was a sustained, steady income for the garage. The hotel’s business was lost when rates were increased in 2003. We will look into bringing them back or solicit to other smaller hotels around the area.