

## Potential admission fee revenue with 10% change

% of total		Fee	Attendance - 335,000		Attendance - 300,000	
73%	Adult	\$12.00	244,550	\$2,934,600	219,000	\$2,628,000
18%	Child	\$8.00	60,300	\$482,400	54,000	\$432,000
9%	Seniors	\$9.00	30,150	\$271,350	27,000	\$243,000
	<b>TOTAL</b>			<b>\$3,688,350</b>		<b>\$3,303,000</b>
% of total		Fee	Attendance - 335,000		Attendance - 300,000	
73%	Adult	\$9.00	244,550	\$2,200,950	219,000	\$1,971,000
18%	Child	\$5.00	60,300	\$301,500	54,000	\$270,000
9%	Seniors	\$6.00	30,150	\$180,900	27,000	\$162,000
	<b>TOTAL</b>			<b>\$2,683,350</b>		<b>\$2,403,000</b>

Every 10% decrease in overall attendance equates to a \$385K drop in attendance revenue

## Anticipated Parking Fees – 747 available spots

		Revenue per car		
	Attendance	\$2	\$3	\$4
	<b>335,000</b>			
~ 3 pp per car	111,667	\$ 223,333	\$ 335,000	\$ 446,667
	<b>300,000</b>			
~ 3 pp per car	100,000	\$ 200,000	\$ 300,000	\$ 400,000

### Parking Management Challenges

- Overall traffic pattern on University Drive would become congested
- Funds needed to change infrastructure to implement parking charges would be extremely high
- It would be difficult to manage existing shared parking with BRIT, and the Texas Garden Club

# Recommended Fee: \$12 per adult no parking fee

	Fee	Attendance - 335,000	Attendance - 300,000
Adult	\$ 12.00	\$ 2,934,600	\$ 2,628,000
Child	\$ 8.00	\$ 482,400	\$ 432,000
Seniors	\$ 9.00	\$ 271,350	\$ 243,000

A \$12.00 admission fee is based upon the nationwide median average of large gardens from the American Public Garden Association benchmarking assessment.



# Membership Projections

Assumed Growth YOY		Year 0		Year 1 - 50%		Year 3 - 20%	
		FY2018		FY2019		FY2021	
Category	Rate	Quantity	Revenue	Quantity	Revenue	Quantity	Revenue
Individual	\$ 60	380	\$ 22,800	540	\$ 32,400	908	\$ 54,480
Dual	\$ 80	275	\$ 22,000	445	\$ 35,600	749	\$ 59,920
Family	\$ 100	200	\$ 20,000	270	\$ 27,000	454	\$ 45,400
Contributor	\$ 250	45	\$ 11,250	95	\$ 23,750	159	\$ 39,750
<b>TOTAL</b>		<b>900</b>	<b>\$ 76,050</b>	<b>1350</b>	<b>\$118,750</b>	<b>2270</b>	<b>\$199,550</b>
Supporter	\$1,000	10	\$ 10,000	15	\$ 15,000	21	\$ 21,000
Foundation	\$5,000	3	\$ 15,000	5	\$ 25,000	10	\$ 50,000
Corporate	\$1,750	5	\$ 8,750	8	\$ 14,000	12	\$ 21,000
<b>TOTAL</b>		<b>18</b>	<b>\$ 33,750</b>	<b>28</b>	<b>\$ 54,000</b>	<b>43</b>	<b>\$ 92,000</b>
<b>GRAND TOTAL</b>		<b>918</b>	<b>\$109,800</b>	<b>1378</b>	<b>\$172,750</b>	<b>2313</b>	<b>\$291,550</b>
<b>Assumptions:</b>		Individual	40% of members		Dual	33% of members	
		Family	20% of members		Contributor	7% of members	

# Budget Implication

Source	FY 18	FY 19
<b>Rental</b>	\$797,967	\$821,906
<b>Admissions</b>	\$772,782	\$2,392,291
<b>Concession</b>	\$428,000	\$440,840
<b>Education</b>	\$26,081	\$0
<b>Special Event</b>	\$465,280	\$465,280
<b>Membership</b>	\$19,000	\$109,800
<b>Donations</b>	\$150,932	\$150,932
<b>City Subsidy</b>	\$3,002,533	\$3,092,609
<b>Total</b>	<b>\$5,662,575</b>	<b>\$7,473,658</b>

# 5-Year Revenue Forecast

SOURCE	FY18	FY19	FY20	FY21	FY22	FY23
<b>Rental</b>	\$ 797,967	\$ 821,906	\$ 715,000	\$ 729,300	\$ 743,886	\$ 758,764
<b>Admissions</b>	\$ 772,782	\$2,392,291	\$3,027,750	\$3,118,583	\$3,212,140	\$3,308,504
<b>Concession</b>	\$ 428,000	\$ 440,840	\$ 454,065	\$ 467,687	\$ 481,718	\$ 496,169
<b>Education</b>	\$ 26,081	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Special Event</b>	\$ 465,280	\$ 465,280	\$ 465,000	\$ 250,000	\$ 479,239	\$ 250,000
<b>Membership</b>	\$ 19,000	\$ 109,800	\$ 172,625	\$ 241,631	\$ 291,533	\$ 306,110
<b>Donations</b>	\$ 150,932	\$ 150,932	\$ 150,932	\$ 150,932	\$ 150,932	\$ 150,932
<b>City Subsidy</b>	\$3,002,533	\$3,092,609	\$3,185,387	\$3,280,949	\$3,379,377	\$3,480,759
<b>Total</b>	<b>\$5,662,575</b>	<b>\$7,473,658</b>	<b>\$8,170,759</b>	<b>\$8,239,082</b>	<b>\$8,738,825</b>	<b>\$8,751,238</b>

# 5-Year Expense Forecast & Projected Profit

SOURCE	FY18	FY19	FY20	FY21	FY22	FY23
Labor	\$3,630,416	\$3,795,751	\$3,993,344	\$4,204,826	\$4,403,123	\$4,535,217
Direct Expense	\$1,970,736	\$2,029,858	\$2,090,754	\$2,153,476	\$2,218,081	\$2,284,623
<b>TOTAL</b>	<b>\$5,601,152</b>	<b>\$5,825,609</b>	<b>\$6,084,098</b>	<b>\$6,358,302</b>	<b>\$6,621,204</b>	<b>\$6,819,840</b>
<b>PROFIT</b>	<b>\$61,423</b>	<b>\$1,648,049</b>	<b>\$2,086,661</b>	<b>\$1,880,780</b>	<b>\$2,117,621</b>	<b>\$1,931,398</b>
<b>New Staff</b>		Sr. Gardener Greenhouse Attn	Membership Gardener	Plumber Sr. Maint Worker	Sr. Maint. Worker Arborist	Public Event Attn Marketing

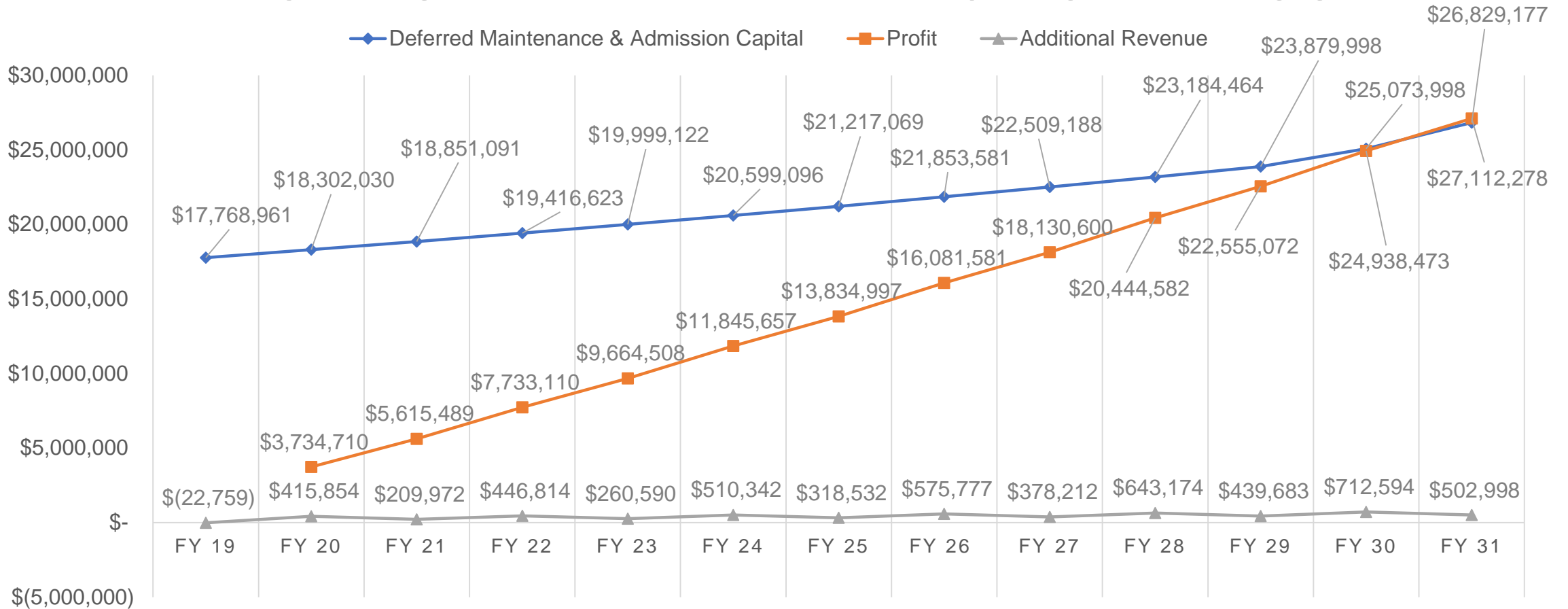
# Admission Collection Projects

Item	Projected Cost
Tram System	\$87,000
Front Desk Expansion	\$100,000
Extended Parking	\$1,020,000
Gate Modifications	\$150,000
Infrastructure Reroutes	\$54,000
Reconfigure Roads, Repaving, New Plant Material	\$200,000
South Garden Ticket House	\$125,000
New Gates/Fencing to Stop Traffic	\$100,000
Contingency	\$200,000
<b>GRAND TOTAL</b>	<b>\$2,036,000</b>



# # of years to complete payoff

## PROFIT VS. DEFERRED MAINTENANCE YOY ANALYSIS



# Thank you

