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April 21, 2023

Town of Carolina Beach  
Administration and Council

RE: 2023 Quarter 1 | Parking Operation Update

Dear Administration and Council.

Below and within the following pages, Pivot Parking is providing a condensed Quarter 1 operational overview for your review.

## Quarter 1 Overview

### Operational:

- Paid Parking began Wednesday, March 1<sup>st</sup>
- New online permit purchase portal initiated by Town administration began in February.
- New enforcement platform selected by Town administration implemented in March, however not all payment platforms were integrated until the beginning of April which in turn led to enforcement staff not being able to enforce in full capacity for the month of March. Current enforcement vendor is continuing to work through integration issues and enforcement platform issues.
- 300 total meters removed from operation as well as 6 paystations. Text 2 Park is the primary payment platform for the parking environment.
- Signage was updated at meters but unfortunately sustained repeated damage and required replacement. Individuals were detained and charged with destruction of property.
- Other signage updates included residential only and updates to existing signage for removal of meter info.
- Woody Hewitt Lot has been established and 18 parking spaces are now included in the paid parking program, Directional signage was installed in Early April.
- Aged golf carts have been replaced with small vehicle.
- Staff maintained current operations by painting new handicap spaces, and replenished the old parking lines. As well as replaced broken curb stops in parking lots.



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Revenue:

Total Revenue  
Quarter 1

- Parking = \$ 254,584.71 actuals vs budget of \$346,574.43

Revenue Category	Quarter 1 2023 Actuals	% of total Revenue	Quarter 1 2023 Budget	Variance
Resident Permits	\$97,320.07	38%	\$142,000.00	-\$50,704.24
Golf Cart Permits	\$17,591.00	7%	\$25,000.00	-\$8,409.00
Text 2 Park	\$102,813.00	40%	\$88,000.93	\$14,812.07
Pay station	\$21,614.00	9%	\$55,573.50	-\$33,959.50
Violation	\$15,246.63	6%	\$35,000.00	-\$19,753.37

- **Key points regarding Parking Revenue**

- Resident and Golf Cart permits did not go on sale until February. New online portal purchase system initiated by Town administration.
- Pay station budget included 19 pay stations however 6 were removed therefore reducing the amount of actual revenue that will be seen via pay stations.
- See breakdown per month for more details.

- Freeman Park = \$154,961.26 actuals vs budget \$108,700.00

Revenue Category	Quarter 1 Actuals	% of Revenue	Quarter 1 Budget	Variance
<b>Daily (at entrance)</b>	\$24,746.00	16%	\$20,000.00	\$4,746.00
<b>Camping Reservations</b>	\$33,855.00	22%	\$23,700.00	\$10,155.00
<b>Annual Pass Sales</b>	\$96,360.26	62%	\$65,000.00	\$31,360.26

- **Key Points regarding Freeman Park Revenue**

- Daily Sales = 1,307 visits
- Camping reservations are not just for reservations within the months of Jan- Mar. Revenue includes totals for future reservations. 431 total reservations purchased for Quarter 1.
- Annual Pass Sales began in December 2022 (Early Bird) and was only allowed to be purchased in-person.
- Online Sales started January 1<sup>st</sup>, 2023.
- Total number of annual passes sold
  - Early Bird 2,680
  - Non-Early Bird = 630
  - Total = 3,310



### Transactional Data

Category	January 23	February 23	March 23
Text 2 Park	0	0	11,332
Pay Stations	0	0	2,046
Citations Written	0	0	269 ACTIVE 275 WARNING
Citations Paid	37	5	175

- Total Paid parking transactions comparison
  - March 2023 = 13,378
  - March 2022 = 8,147
- Average length of stay
  - March 2023 via Text 2 Park = 1 hour & 48 min.
  - March 2023 via Paystation = 2 hours & 6 min.

### QUARTER 1 2023 COMPARSION TO QUARTER 1 2022 PARKING

	2022 Quarter 1 Revenue	2023 Quarter 1 Revenue	Variance
Freeman Park Daily	\$22,996.00	\$24,746.00	\$1,750.00
Freeman Park Camping	\$34,028.33	\$33,855.00	(\$173.33)
Freeman Park Annual Sales	\$68,737.88	\$96,360.26	\$27,622.38
Resident Permits	\$210,110.01	\$97,320.08	(\$112,789.93)
Golf Cart Permits	\$37,340.00	\$17,591.00	(\$19,749.00)
Meter	\$17,180.65	0.00	(\$17,180.65)
Text 2 Park	\$76,855.25	\$102,813.00	\$25,957.75
Paystations	\$35,315.00	\$21,614.00	(\$13,701.00)
Violation	\$22,587.00	\$15,246.63	(\$7,340.37)

#### Notes:

- 2023 Permit Totals do not include Town Hall Sales.
- 2023 Citation discounts were introduced to the paid parking program – If paid in 48 hours total Citation Price was reduced by 50%.
- 6 Pay stations were removed in 2023.



## January 2023

- ***Paid parking not active.*** January weather included 7 days of rain and/or cloudy weather. Average temperature was 63 degrees with highest temperature recorded on Jan 3<sup>rd</sup> & 4<sup>th</sup> at 76 degrees.
- ***Revenue***
  - Overall revenue met 70% of budget projections with total parking revenues totaling \$9,399.00. Revenue shortfalls equated to \$32,780.89 less budget projections. The parking budget for January included Resident and Golf Cart permit sales, but only in-person golf cart sales occurred in January.
  - Freeman Park totals equated to \$ 69,520.11. Freeman Park totals include daily camping and annual pass sales.
  - Golf cart Sales began in January – REGISTRATION WAS AT TOWN HALL ONLY!
  - Freeman Park Camping exceeded budget by 73% while revenue from daily visits only met 85% of budget projections.
- ***Expenses***
  - Parking expenses as managed by Pivot Parking only totaled 78% of projected budget expenses for the month.

## February 2023

- ***Paid Parking not active.*** February experienced 11 days of rainy and/or cloudy weather, the average temperature was 73 degrees with the highest temperature being recorded on February 23<sup>rd</sup>, 24<sup>th</sup> and 28<sup>th</sup> at 85 degrees.
- ***Operational Updates***
  - Annual Resident passes began sales via new online portal initiated by Town Administration. (Resident and LSV's permits)
  - Pay stations were removed and stored in parking office garage.
  - New Enforcement Portal training was completed.
  - 10 Handicap spaces were added and painted.
  - Had a series of signage vandalized, replaced immediately.
- ***Revenue Updates***
  - *Overall revenues met 31% of budget projections with total parking revenues generating \$ 9,614.00.*
- ***RESIDENTIAL PERMIT ALL SALES- Began February 1<sup>st</sup>***
  - ***Total Residential / Business Passes Sold – 3,485***
    - Total Revenue For Residential / Business Passes – \$142,700.00\*\*
  - ***Total Golf Cart / LSV Residential Passes Sold – 725***
    - Total Golf Cart / LSV Revenue - \$34,520.00
  - \*\*ONLINE SALES ARE not included in February reported financials due to reporting issue with passport FOR FEBRUARY.



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- **Freeman Park revenue totaled \$31,781.00.**
  - Freeman Park totals include daily visits, camping and annual pass sales.
- **Expenses:**
  - For February were maintained below budget and only reached 66% of budget.

## March 2023

- **Paid Parking Began Wednesday March 1<sup>st</sup>.** March experienced 8 days of rainy and/or cloudy weather, these were mostly weekend days which affected revenue. The average temperature was 69 degrees with the highest temperature being recorded on March 25 that 85 degrees.
- **Operational Updates**
  - Enforcement began with the first two weeks being warnings only.
  - Enforcement integrations continued to be worked on by the new vendor.
  - Received the second Spark Vehicle to replace the golf carts.
  - Had a series of signage vandalized, replaced immediately.
  - Installed Temporary way-finding signage leading to the Woody Hewitt Lot
- **Revenue Updates**
  - T2P brought in \$99,419.00 and accounted for 33% of total revenue.
  - Paystations generated \$20,275.00 and accounted for 6.8% of total revenue.
  - Total Freeman Park Revenue - \$53,660.15
  - Permit total Sales - \$110,691.08 but included \$57,520.00 of February online sales not deposited to town bank account until March.
- **Expenses**
  - Total expenses only met 70.8% of projected budget expenses for the month. Expenses did include unbudgeted sign replacements for signs damaged.

We thank you for the opportunity to provide this 2023 quarter 1 parking summary. If you need any further information, please let us know.

Scott Diggs, CEO  
Tina Reid , EVP  
Corinne Zurcher, District Manager