

MLS Matchday Parking

Yellow Lot

2024

Price Per Car	\$ 53.75	\$ 50.00	\$ 50.00	\$ 35.00	\$ 25.00	\$ 50.00	
Third Party Vendor	ParkMobile	ParkMobile	Ticket Master	Ticket Master	Ticket Master	SP+	Total
Paid Parked Cars							
1 Real Salt Lake	471	7	229	238	571	289	1,805
2 Orlando	301	11	327	416	732	262	2,049
3 Montreal	162	6	356	328	742	175	1,769
4 NYCFC	212	-	176	216	746	281	1,631
5 Colorado	133	4	293	285	746	333	1,794
6 Nashville	112	7	344	328	748	341	1,880
7 NY Red Bulls	92	-	345	302	572	435	1,746
8 D.C. United	98	18	405	303	588	330	1,742
Total	1,581	53	2,475	2,416	5,445	2,446	14,416
Price per Car Parked							
1 Real Salt Lake	\$ 25,316	\$ 350	\$ 11,450	\$ 8,330	\$ 14,275	\$ 14,450	\$ 74,171
2 Orlando	16,179	550	16,350	14,560	18,300	13,100	79,039
3 Montreal	8,708	300	17,800	11,480	18,550	8,750	65,588
4 NYCFC	11,395	-	8,800	7,560	18,650	14,050	60,455
5 Colorado	7,149	200	14,650	9,975	18,650	16,650	67,274
6 Nashville	6,020	350	17,200	11,480	18,700	17,050	70,800
7 NY Red Bulls	4,945	-	17,250	10,570	14,300	21,750	68,815
8 D.C. United	5,268	900	20,250	10,605	14,700	16,500	68,223
Total	\$ 84,979	\$ 2,650	\$ 123,750	\$ 84,560	\$ 136,125	\$ 122,300	\$ 554,364
Averaged Price Per Car							\$ 38.45

IMCF Economics

	Average Per Match	Average Per Car
Revenue	\$ 69,295	\$ 38.45
Sales Tax	(4,851)	(2.69)
CC Fees	(2,079)	(1.15)
Parking Logistics & Staffing	(13,206)	(7.33)
Barricades	(7,202)	(4.00)
Police	(4,556)	(2.53)
Lighting	(2,345)	(1.30)
Net Profit Before FTL City Fee	\$ 35,057	\$ 19.45
City Fee	(18,020)	(10.00)
Net Profit After FTL City Fee	\$ 17,037	\$ 9.45