

# Santa Cruz & Monterey Bay Railway

## *Polar Express 2016: Financial Projection*

### Revenue

Gross ticket revenue	
(27,500 pass. @ \$56.88)	\$ 1,564,200
Retail	<u>117,069</u>
Total	<u>\$ 1,681,269</u>

### Operating Expenses

Payroll & related	\$ 165,808
Fuel & lubricants	24,985
Supplies & materials	165,441
Warner Bros. royalties	312,840
California State RR Musuem payment	25,000
SCCRTC payment	63,210
Boardwalk tickets	220,000
Boardwalk space rental (est.)	10,000
Travel & related	14,881
Passenger - related supplies	44,020
Misc. operating expenses	<u>77,510</u>
Cost of goods sold	<u>\$ 1,123,695</u>

### General & Administrative

Marketing and advertising	\$ 90,000
Other	<u>76,016</u>
Total G&A	<u>\$ 166,016</u>

Contribution	<u>\$ 391,558</u>
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# Boardwalk Park Map Legend

Parking	Phones	Souvenirs	First Aid
Restrooms	Phone (Hearing Impaired)	Foot Wash	Lost & Found
ATM	Smoking Area	Lockers	Information
Food	Handicap Ramp	Strollers	

Entrances

2 3 4  
5 6

## Family Rides

- 1 Pirate Ship
- 4 Sky Glider (1 way)
- 10 Haunted Castle
- 13 Rock & Roll
- 14 Sea Swings
- 15 Logger's Revenge
- 16 Riptide
- 18 Ghost Blasters
- 21 Rock-O-Plane
- 23 Ferris Wheel
- 24 Space Race
- 25 Freefall
- 31 Cyclone
- 33 Tornado
- 34 Cave Train
- 35 Sea Serpent

*\*Rides Coming Summer 2013. All riders are subject to requirements posted on Fun & Safety Guides at each ride.*

## Thrill Rides

- 2 Double Shot
- 3 Speed Bumps
- 7 Undertow\*
- 11 Giant Dipper
- 12 Fireball
- 17 Cliff Hanger
- 19 WipeOut
- 26 Tsunami
- 32 Crazy Surf

## Kiddie Rides

- 5 Jet Copters
- 6 Speedway
- 8 Beach Swing\*
- 9 Carousel
- 20 Bully
- 22 Red Baron
- 27 Sea Dragons
- 28 Speed Boats
- 29 Rugged Buggies
- 30 ConvoY

## Attractions

- Laser Tag
- Mini Golf
- Vault Lazer Maze
- Fright Walk
- Climb 'N Conquer

The map shows the layout of Boardwalk Park along Santa Cruz Main Beach. Key features include:

- Streets:** Cliff Street, Beach Street, Riverside Avenue, Lebrand Avenue, Park Place, and Third Street.
- Landmarks:** Boardwalk Bowl, Holiday Lights Train Ticketing, Coconut Grove, Neptune's Kingdom, Carousal Motel, Summer Bandstand, and Santa Cruz Main Beach.
- Construction Zone:** A large orange-shaded area in the center of the park.
- Platforms:** Holiday Lights Train Platforms and Polar Express Platform.
- Services:** Ticketing, Guest Services, and Merchandise.
- Rides:** Various rides are marked with numbered icons corresponding to the legend.
- Other:** Restrooms, ATMs, and food locations are also indicated.

