

Projected Financials for the Schooner Pursuit.

Services:

Charter Services:

$\$40 \times 14 \text{ passengers} = \$560 \times 3 \text{ (charters daily)} = \$1,680 \times 5 \text{ (days/week)} = \$8,400 \times 4 \text{ (weeks)} = \$33,600 \times 12 \text{ (months)} = \$403,200$

Museum Admission:

$\$20 \times 14 \text{ Attendees} = \$280 \times 3 \text{ (times daily between charters)} = \$840 \times 5 \text{ (days/wk)} = \$4200 \times 4 \text{ (weeks)} = \$16,800 \times 12 \text{ (months)} = \$201,600$

Merchandise:

Printed Shirts average  $\$20 \text{ ea} - \$6.60 \text{ (1/3 cost for production)} = \$13.40 \times 3,780 \text{ (roughly 25\% of customers annually)} = \$50,652$

Bumper Stickers  $\$5 \text{ ea} - \$2 \text{ (production costs)} = \$3 \times 3,780 \text{ (roughly 25\% of customers annually)} = \$11,340$

Piracy Certificates  $\$5 \text{ ea} - \$1 \text{ (Production costs)} = \$4 \times 3,780 \text{ (roughly 25\% of customers annually)} = \$15,120$

Specialty Services:

Private Charters:  $\$560 \text{ Flat fee} \times 2 \text{ (per month)} = \$1,120 \times 12 \text{ (months)} = \$13,440$

Private Parties:  $\$25 \times 14 \text{ (persons)} = \$350 \text{ flat fee} \times 2 \text{ (per month)} = \$700 \times 12 \text{ (months)} = \$8,400$

Annual Projected Intake:

Charters:	\$403,200
Admission:	\$210,600
Shirts:	\$50,652
Stickers:	\$11,340
Certificates:	\$15,120
Priv. Chart.	\$13,440
Priv. Party	<u>\$8,400</u>
Total:	\$712,752

\*Figures do not include additional merchandise or appearance fees and sales

Projected Annual Costs:

Docking fees: \$12,000  
Insurance: \$ 6,500  
Inspections: \$ 1,200  
Fuel: \$ 4,500  
Maintenance:\$ 4,000  
Labor: \$384,000  
Total Costs= \$412,200

Total Intake: \$712,752  
- Total Costs:\$412,200

Gross Profit: \$300,552