

## King Farm Farmstead Cost Recovery Analysis

The cost recovery analysis begins with a utilization schedule of classes and private events that considers the availability of parking. The base scenario ("Existing Parking") assumes no new parking with the existing 47 spaces providing the only on-site parking. The second scenario ("Limited Parking") assumes that the existing 47-space parking lot is supplemented by a second asphalt-paved parking lot with 44 spaces. The third scenario ("Expanded Parking") assumes the further addition of a 100-space parking lot developed with grass pavers and used only for events so as to maintain the overall historic aesthetic of an open grass field down the hill from the Dairy Barn. All programmed uses in the King Farm Farmstead buildings represent uses selected by the community during the winter and spring 2025 community input process, reflecting in-person, virtual and community survey outreach to the city at large. Summarized in Table 1, classes were assumed to be scheduled so that there was not overlap in parking usage between the arriving and departing participants.

Classes focused primarily on art, dance and music programs for children with a limited number of classes for teenagers 13 and older, which includes adults. One of the two small classrooms in the Horse Barn was assumed to be fitted out for both classes and fitness uses (primarily individual sessions with personal trainers). The Tenant Houses and Garage were assumed to be used as maker spaces accommodating both monthly members and drop-in users. Half of the Garage and the Tenant House 2 was reserved for equipment storage. The Main House was assumed to be used for daily childcare.



		Table 1. Cl	asses and Ev	ents by Roo	m			
	Weekdays		Weekends					
	Number of	Maximum	Foreste	Average Number of	Number of	Maximum	Frants	Average Number of
	Classes	Class Size	Events	Guests	Classes	Class Size	Events	Guests
Dainy Bann	EXI	sung Parking	Scenario: 47	Spaces in Exis	sung Lot			
<b>Dairy Barn</b> Art Studio 1								
Art Studio 1 Art Studio 2								
Multi-Purpose Room 1								
Multi-Purpose Room 2								
Kitchen								
Multi-Purpose Auditorium								
Multi-Purpose Hall								
Dairy Barn Subtotal	0		0		0		0	
Horse Barn								
Multi-Purpose Room	4	30			1	30	360	35-75
Classroom A*	4	8			4	8		
Classroom B/Fitness	2	2			2	2		
Horse Barn Subtotal	10		0		7		360	
Tenant Houses and Garage								
Tenant Houses 1 and 2 and Garage		10				10		
Tenant House, Garage Subtotal			0				0	
Total King Farm Farmstead	10		0		7		360	
Lim	ited Parking S	cenario: 91 S	paces in Exis	ting Lot and O	ne New 44-Sp	ace Lot		
Dairy Barn								
Art Studio 1	4	15			0	15		
Art Studio 2	3	15			0	15		
Multi-Purpose Room 1	1	30			0	30		
Multi-Purpose Room 2	1	30			0	30		
Kitchen	2	10			0	10		
Multi-Purpose Auditorium			70	35			30	35
Multi-Purpose Hall			40	140			72	140
Dairy Barn Subtotal	11		110		0		102	
Horse Barn								
Multi-Purpose Room	4	30			1	30		
Classroom A*	4	8			4	8		
Classroom B/Fitness	2	2			2	2		
Horse Barn Subtotal	10		0		7		0	
Tenant Houses and Garage			-					
Tenant Houses 1 and 2 and Garage		10				10		
Tenant House, Garage Subtotal		10	0			10	0	
Total King Farm Farmstead	21		110		7		102	



	Weekdays		Weekends			i i		
	Number of	Maximum		Average Number of	Number of	Maximum		Average Number of
	Classes	Class Size	Events	Guests	Classes	Class Size	Events	Guests
Expanded Parking So	enario: 191 S	paces in Exist	ting Lot, One	New 44-Space	e Lot and a 10	0-Space Grass	-Paver Lot	
Dairy Barn								
Art Studio 1	4	15			0	15		
Art Studio 2	3	15			0	15		
Multi-Purpose Room 1	1	30			0	30		
Multi-Purpose Room 2	1	30			0	30		
Kitchen	2	10			0	10		
Multi-Purpose Auditorium	0		70	35			30	35
Multi-Purpose Hall	0		40	200			72	200
Dairy Barn Subtotal	11		110		0		102	
Horse Barn								
Multi-Purpose Room	4	30			1	30		
Classroom A*	4	8			4	8		
Classroom B/Fitness	2	2			2	2		
Horse Barn Subtotal	10		0		7		0	
Tenant Houses and Garage								
Tenant Houses 1 and 2 and Garage		10	0			10		
Tenant House, Garage Subtotal			0				0	
Total King Farm Farmstead	21		110		7		102	

Class revenues were estimated based on fees by type of class as shown in the Recreation and Parks Activity Guide(s) calculated as a fee per class session. Listed in Table 2, these fees ranged from \$13 per class to \$65 per session with a personal trainer. To allow for variations in class enrollments, total revenues were calculated at 65 percent of maximum class revenues. The classes were estimated to be offered 154 weekdays (generally 80 percent of weekdays from September through April and 10 to 30 percent of weekdays from May through August) and 72 weekend days (generally 75 percent of weekdays from September through April and 50 percent of weekdays from May through August) per year. The maker space use was assumed to occur year-round.

Event revenues in the Horse Barn's Multi-Purpose Hall and the Dairy Barn's Multi-Purpose Hall were calculated on a per-event basis with rates ranging from \$120 for two hours and \$1,200 to \$1,760 for six hours to \$1,500 to \$2,200 for eight hours and \$2,000 to \$3,000 for 10 hours depending on the amount of available parking and day of the week. Use of the Multi-Purpose Auditorium was expected to be dominated by non-profits and other cost-sensitive users. Rates were estimated at \$300 per event (or rehearsal) on weekdays and \$400 on weekends.



Table 2. Revenues per Class by Class Type						
		Length of	Class	Number of	Student	Revenue
Type of Class	Class Size	Class	Days	Students	Fee	per Class
Children Under 5	Class Size	Class	Days	Stadents	100	per class
Dance	16	8	8	16	\$15	\$240
Art	12	8	8	12	\$13	\$150
Music	11	8	8	11	\$33	\$363
School-Aged Children						
Dance	6	8	8	15	\$20	\$300
Fitness	15	8	8	15	\$20	\$300
Teen 13+/Adult						
Dance	8	8	8	15	\$25	\$375
Music	15	8	8	15	\$25	\$375
Fitness	15	8	8	15	\$20	\$300
Fitness	30	8	8	30	\$20	\$600
Personal Training - Weekdays	1	5	5	4	\$65	\$260
Personal Training - Weekends	1	5	5	4	\$65	\$260
Maker Spaces - Monthly Members				4	\$4	\$16
Maker Spaces - Weekday Drop-Ins				3	\$8	\$24
Maker Spaces - Weekend Drop-Ins				8	\$8	\$64
Source: Partners for Economic Solution	s, 2025.	·		·		

The Expanded Parking scenario staffing included two managers, four janitors and grounds staff and seven seasonal staff (Full-Time Equivalents) with salaries shown in Table 3. Instructor costs were calculated on an hourly basis with most assumed to be paid at the Instructor III level at \$32 per hour plus 25 percent for fringe benefits. The Personal Trainers are paid \$51 per hour.

Table 3: City of Rockville Staffing					
	Number of Employees	Salary	Fringe Benefits		
Management Staff	2	\$88,546	\$17,700		
Instructors	Hourly				
Janitorial & Grounds Staff	4	\$38,632	\$7,726		
Part-Time Staff (FTE)	7	\$19,760	\$2,964		
Total	13				
Source: Partners for Economic Solutions, 2025					

Operating costs were estimated for the entire complex and then allocated among buildings based on building size and activity types.



Table 4 summarizes the potential costs and revenues for the King Farm Farmstead with existing parking (47 spaces), limited parking (91 spaces) and expanded parking (191 spaces).

Table 4. King Farm Farmstead Operating Budget with Existing, Limited and Expanded Parking Options					
	Existing Parking (47 Spaces)	Limited Parking (91 Spaces)	Expanded Parking (191 Spaces)		
Operating Revenues					
Weekday Class Revenue	\$379,300	\$615,800	\$615,800		
Weekend Class Revenue	\$95,800	\$95,800	\$123,900		
Weekday Event Revenue (Friday Nights)	\$13,000	\$72,000	\$80,000		
Weekend Event Revenue	\$47,500	\$148,800	\$170,400		
Childcare	\$190,800	\$190,800	\$190,800		
Summer Day Camps	\$99,000	\$99,000	\$99,000		
Specialty Summer Camps	\$0	\$160,000	\$160,000		
Total Operating Revenues	\$825,400	\$1,382,200	\$1,439,900		
Operating Expenses					
Management Staff	\$159,400	\$212,500	\$212,500		
Instructors	\$100,600	\$171,700	\$174,000		
Seasonal Staff (FTE)	\$68,200	\$159,100	\$159,100		
Janitorial & Grounds Staff	\$92,700	\$185,400	\$185,400		
Summer Day Camp Staff	\$81,600	\$81,600	\$81,600		
Total Staff	\$502,500	\$810,300	\$812,600		
Facility Operation	·				
Utilities	\$80,200	\$152,200	\$152,200		
Supplies	\$10,000	\$30,000	\$30,000		
Equipment Maintenance and Repair	\$12,000	\$30,000	\$30,000		
Audio Visual Supplies & Wireless	\$4,000	\$46,000	\$46,000		
Insurance	\$20,000	\$50,000	\$50,000		
Marketing	\$0	\$36,000	\$36,000		
Liquor License	\$7,000	\$7,000	\$7,000		
Replacement Reserves for Repairs,					
Furniture, Fixtures & Equipment	\$8,000	\$15,000	\$15,000		
Childcare Staffing and Expenses	\$207,800	\$207,800	\$207,800		
Summer Day Camp Expenses	\$18,675	\$18,675	\$18,675		
Specialty Summer Camp Contracts	\$0	\$96,000	\$96,000		
Total Operating Expenses	\$870,175	\$1,498,975	\$1,501,275		
Net Operating Income	-\$44,775	-\$116,775	-\$61,375		
Cost Recovery Ratio	95%	92%	96%		

Notes: Does not include initial rehab / capital investment, or furniture, fixtures and equipment costs. Revenue estimates based on potential patronage estimates. Insurance represents additional liability due to increased Source: Partners for Economic Solutions, 2025.



Breaking out the revenues and costs for each building yields the cost recovery rates shown in Table 5. The cost recovery ratio for the Main House was based on comparable Rockville Recreation and Parks childcare facilities.

Table 5. King Farm Farmstead Operating Budget with Existing, Limited and Expanded Parking Options

Building	Existing Parking (47 Spaces)	Limited Parking (91 Spaces)	Expanded Parking (191 Spaces)		
Dairy Barn	NA	87%	95%		
Horse Barn	113%	114%	112%		
Tenant Houses, Garage	26%	26%	26%		
Main House	92%	92%	92%		
King Farm Farmstead	95%	92%	96%		

Notes: Does not include initial rehab / capital investment, or furniture, fixtures and equipment costs. Revenue estimates based on potential patronage estimates. Insurance represents additional liability due to increased usage.

Source: Partners for Economic Solutions, 2025.

The operating budgets for the Dairy Barn, Horse Barn and Tenant Houses appear in Tables 6-8.



Table 6. Horse Barn Operating Budget with Existing, Limited and Expanded Parking Options					
	Existing Parking	Limited Parking	Expanded Parking		
	(47 Spaces)	(91 Spaces)	(191 Spaces)		
Operating Revenues					
Weekday Class Revenue	\$372,600	\$372,600	\$372,600		
Weekend Class Revenue	\$82,400	\$82,400	\$82,400		
Weekday Event Revenue (Friday Nights)	\$13,000	\$0	\$0		
Weekend Event Revenue	\$47,500	\$0	\$0		
Childcare	\$0	\$0	\$0		
Summer Day Camps	\$99,000	\$99,000	\$99,000		
Specialty Summer Camps	\$0	\$0	\$0		
Total Operating Revenues	\$614,500	\$554,000	\$554,000		
Operating Expenses					
Management Staff	\$159,400	\$106,200	\$106,200		
Instructors	\$65,900	\$68,800	\$68,800		
Seasonal Staff (FTE)	\$0	\$22,700	\$22,700		
Janitorial & Grounds Staff	\$92,700	\$92,700	\$92,700		
Summer Day Camp Staff	\$81,600	\$81,600	\$81,600		
Total Staff	\$399,600	\$372,000	\$372,000		
Facility Operation					
Utilities	\$71,200	\$55,100	\$55,100		
Supplies	\$10,000	\$1,000	\$10,000		
Equipment Maintenance and Repair	\$7,000	\$7,000	\$7,000		
Audio Visual Supplies & Wireless	\$5,000	\$5,000	\$5,000		
Insurance	\$20,000	\$15,000	\$15,000		
Marketing	\$0	\$0	\$0		
Liquor License	\$7,000	\$7,000	\$7,000		
Replacement Reserves for Repairs,					
Furniture, Fixtures & Equipment	\$4,000	\$4,000	\$4,000		
Childcare Staffing and Expenses	\$0	\$0	\$0		
Summer Day Camp Expenses	\$18,675	\$18,675	\$18,675		
Specialty Summer Camp Contracts	\$0	\$0	\$0		
Total Operating Expenses	\$542,475	\$484,775	\$493,775		
Net Operating Income	\$72,025	\$69,225	\$60,225		
Cost Recovery Ratio	113%	114%	112%		

Notes: Does not include initial rehab / capital investment, or furniture, fixtures and equipment costs. Revenue estimates based on potential patronage estimates. Insurance represents additional liability due to increased usage.

Source: Partners for Economic Solutions, 2025.



Table 7. Dairy Barn Operating Budget with Existing, Limited and Expanded Parking Options					
	Existing Parking	Limited Parking	Expanded Parking		
	(47 Spaces)	(91 Spaces)	(191 Spaces)		
Operating Revenues					
Weekday Class Revenue	NA	\$236,500	\$236,500		
Weekend Class Revenue	NA	\$0	\$28,100		
Weekday Event Revenue (Friday Nights)	NA	\$72,000	\$80,000		
Weekend Event Revenue	NA	\$148,800	\$170,400		
Childcare	NA	\$0	\$0		
Summer Day Camps	NA	\$0	\$0		
Specialty Summer Camps	NA	\$160,000	\$160,000		
Total Operating Revenues	NA	\$617,300	\$675,000		
Operating Expenses					
Management Staff	NA	\$106,200	\$106,200		
Instructors	NA	\$68,200	\$70,500		
Seasonal Staff (FTE)	NA	\$90,900	\$90,900		
Janitorial & Grounds Staff	NA	\$92,700	\$92,700		
Summer Day Camp Staff	NA	\$0	\$0		
Total Staff	NA	\$358,000	\$360,300		
Facility Operation					
Utilities	NA	\$97,100	\$97,100		
Supplies	NA	\$18,000	\$18,000		
Equipment Maintenance and Repair	NA	\$18,000	\$18,000		
Audio Visual Supplies & Wireless	NA	\$41,000	\$41,000		
Insurance	NA	\$30,000	\$30,000		
Marketing	NA	\$36,000	\$36,000		
Liquor License	NA	\$7,000	\$7,000		
Replacement Reserves for Repairs,					
Furniture, Fixtures & Equipment	NA	\$7,000	\$7,000		
Childcare Staffing and Expenses	NA	\$0	\$0		
Summer Day Camp Expenses	NA	\$0	\$0		
Specialty Summer Camp Contracts	NA	\$96,000	\$96,000		
Total Operating Expenses	NA	\$708,100	\$710,400		
Net Operating Income	NA	-\$90,800	-\$35,400		
Cost Recovery Ratio	NA	87%	95%		

Notes: Does not include initial rehab / capital investment, or furniture, fixtures and equipment costs. Revenue estimates based on potential patronage estimates. Insurance represents additional liability due to increased usage.

Source: Partners for Economic Solutions, 2025.



Table 8. Tenant Houses and Garage Operating Budget with Existing, Limited and Expanded Parking Options

i di king options						
Existing Parking	Limited Parking	Expanded Parking				
(47 Spaces)	(91 Spaces)	(191 Spaces)				
\$10,000	\$10,000	\$10,000				
\$13,500	\$13,500	\$13,500				
\$0	\$0	\$0				
\$0	\$0	\$0				
\$23,500	\$23,500	\$23,500				
\$0	\$0	\$0				
\$0	\$0	\$0				
\$68,200	\$68,200	\$68,200				
\$0	\$0	\$0				
\$68,200	\$68,200	\$68,200				
\$9,000	\$9,000	\$9,000				
\$2,000	\$2,000	\$2,000				
\$5,000	\$5,000	\$5,000				
\$0	\$0	\$0				
\$5,000	\$5,000	\$5,000				
\$0	\$0	\$0				
\$0	\$0	\$0				
\$4,000	\$4,000	\$4,000				
\$91,200	\$91,200	\$91,200				
-\$67,700	-\$67,700	-\$67,700				
26%	26%	26%				
	\$10,000 \$13,500 \$0 \$23,500 \$0 \$23,500 \$0 \$68,200 \$68,200 \$5,000 \$5,000 \$0 \$5,000 \$0 \$4,000 \$91,200 -\$67,700	Existing Parking (47 Spaces)         Limited Parking (91 Spaces)           \$10,000         \$10,000           \$13,500         \$13,500           \$0         \$0           \$0         \$0           \$23,500         \$23,500           \$0         \$0           \$0         \$0           \$0         \$0           \$0         \$0           \$0         \$68,200           \$68,200         \$68,200           \$68,200         \$68,200           \$0         \$0           \$2,000         \$2,000           \$5,000         \$5,000           \$0         \$0           \$0         \$0           \$0         \$0           \$0         \$0           \$0         \$0           \$0         \$0           \$0         \$0           \$0         \$0           \$0         \$0           \$0         \$0           \$0         \$0           \$0         \$0           \$0         \$0           \$0         \$0           \$0         \$0           \$0         \$0           \$0				

Notes: Does not include initial rehab / capital investment, or furniture, fixtures and equipment costs. Revenue estimates based on potential patronage estimates. Insurance represents additional liability due to increased usage.

Source: Partners for Economic Solutions, 2025.