

## REVENUE STUDY SESSION

### TAXES

Sales Tax Increase. Sales tax consultant, HdL, will be at the meeting for educational purposes about a “district” tax as the local tax is called.

UUT erosion. Avenu (formerly Muniservices) will be at the meeting to discuss UUT erosion, tax of internet, etc.

Result of TOT audits, online companies

Increase TOT

Business License

### PARKING

- Parking Meter Rates
  - Demand Based Pricing
  - Zeroing of Meters, Sensor Technology
- Mobile App mentioned at budget workshop
- Parking Permit Rates, Residential and Lots
- Parking Citations, Council direction to review all

### ENCROACHMENTS

Restaurant encroachments increases

### POTENTIAL NEW FEES OR REVENUE GENERATORS

Underutilized sites

- Land Rover

- Storage Property

- Property Next to Fort Lots of Fun

### REVIEW OF CURRENT GREEN FEES AND SCHEDULE

### ENHANCEMENT OF CURRENT REVENUE

Citations for Dog Waste

Review of fines other than parking

Issue citations for flashing red lights on the Strand

Holiday parking – amount of foregone revenue

Lighting Landscaping Fund Deficit

\$210,000 2018-19, \$87,000 2017-18, \$178,000 2016-17

Storm Water Fee

**ITEMS TO COME BACK TO COUNCIL SEPARATELY**

Short Term Vacation Rentals, Commercials

Electric Vehicle Charging Fee

Tax on plastics

Special Event Fees and Fee Waivers, currently being reviewed by Community Resources Special Events Committee

Facility Rental Fees

Film Permit Review, Council subcommittee appointed to make recommendations

Appeal fee (to applicant) for City Council's consideration of a Parks and Rec. Commission Decision

Recreational Equipment on the Beach Application Fee