

**Attachment #2**  
**Revenue Enhancements Summary**

**Budget Study Session #2**  
**May 30, 2017**

**REVENUES**

<b>General Fund by Category</b>	<b>Amount</b>
Taxes & Assessments	\$4,020,000
Charges for Services	185,600
Fees and Permits	193,170
Fines	130,000
<b>Total General Fund</b>	<b>\$4,528,770</b>

<b>Other Funds</b>	<b>Amount</b>
Stormwater	\$2,055,000
Parking	1,568,000
Street Lighting & Landscape	275,000
CIP Fund	150,000
Public Arts Trust	100,000
<b>Total Other Funds</b>	<b>\$4,148,000</b>

<b>ALL FUNDS</b>	<b>\$8,676,770</b>
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Department	Description	Amount	Fund	Comments/Impacts	
<b>GENERAL FUND</b>					
<b>Charges for Services</b>					
1	Parks and Recreation	Instructor contract terms 65/35	100,000	General	Split with contract instructors would change from 70% contractor / 30% City to 65% Instructor / 35% City. Some instructors may increase their fees if approved.
2	Parks and Recreation	Alcohol Sponsorships	50,000	General	Sponsorship opportunities through special events (i.e. Concerts in the Park, MBO Tennis Tournament) are estimated to generate an additional \$50,000 in sponsorship revenue.
3	Management Services	Provide Passport Services	25,000	General	This is an estimate based on the fee of \$25/passport and the projection of reviewing about 1000 passport applications per year.
4	Management Services	City Store	10,000	General	This is a very conservative, general estimate.
5	Management Services	Provide Notary Services	600	General	This is an estimate based on the fee of \$10/notary and the usage reported from other municipalities that offer these services (about 60 per year)
		<b>Charges for Services</b>	<b>\$185,600</b>		
<b>Fees and Permits</b>					
6	Police and Public Works	Special Events OT - charge for fee waived events	106,170	General	Police Department (\$85,000) and Public Works (\$21,170) costs currently waived for special events - Grand Prix, Hometown Fair, MB 10K, Holiday Fireworks, Little League Parade, and Robinson/Grandview/American Martyrs 5Ks. Fee Waivers Citywide total \$193,435.
7	Community Development	Congestion Management Parking Program (CMPP) Fee	25,000	General	The CMPP is a new program that began in 2016. Currently, no fees are being collected for the Traffic Engineer's review and processing of these applications. In FY 2016, the Traffic Engineer processed approximately 84 applications (\$588 review fee per fee schedule). If fees are collected for the review of the CMPP, this could potentially generate approximately \$50,000 in additional revenues.

Department	Description	Amount	Fund	Comments/Impacts
8 Police	CSC costs for waived special events	25,000	General	Police Department Contract Services costs waived for this special event.
9 Police	Special Event OT - Six Man Tournament	24,000	General	Estimate of Police Department Overtime costs waived for the event.
10 Police	Block Party Permits (subsidizing each permit approx \$200 @65 permits)	13,000	General	Estimate of block party permits subsidized by the City.
	<b>Fees and Permits</b>	<b>\$193,170</b>		
<b>Fines</b>				
11 Finance	Increase Parking Citations from \$53 to \$55	130,000	General	Since the City issues roughly 65,000 citations each year, each dollar increase per citation would create approximately \$65,000 in revenue. An increase to \$55 would be in line with comparable municipalities.
	<b>Fines</b>	<b>\$130,000</b>		
<b>Taxes &amp; Assessments</b>				
12 Finance	Sales Tax Increase	1,970,000	General	Based upon implementing a quarter-cent sales transaction tax on all retail sales made in Manhattan Beach, using calendar year 2016 as the benchmark (\$788 million).
13 Finance	Create a new Utility User Tax	1,000,000	General	Each 1% would generate roughly \$1 million in new revenue, which could be strategically allocated to various programs and improvements.
14 Finance	Increase TOT from 10% to 12%	900,000	General	Current budget (FY 16-17) for TOT is \$4.5 million in the General Fund and \$731,500 in the CIP Fund (revenue is split 85%/15%). A 2% increase would generate approximately \$900,000 in new General Fund revenue and \$150,000 in the CIP Fund.
15 Finance	Reinstate short term rentals	150,000	General	Before this revenue stream was eliminated, the City received \$150,000 from about 50 registered homes. If short term rentals are re-instated, there is potential for higher revenues from previously unregistered homes.
	<b>Taxes and Assessments</b>	<b>\$4,020,000</b>		
<b>GENERAL FUND REVENUES TOTAL</b>		<b>\$4,528,770</b>		

Department	Description	Amount	Fund	Comments/Impacts
<b>OTHER FUNDS</b>				
16 Finance	Stormwater Assessments	2,055,000	Stormwater	Requires Prop 218 Vote. Would reduce or eliminate General Fund subsidy.
17 Finance	Increase City Parking Lots and Street meters by \$0.25/hr	695,000	Parking	Each \$0.25 increase will create an additional \$695,000 in Parking Fund revenue. Street meters would increase to \$1.50 per hour and lots would increase to \$1.00 per hour.
18 Finance	Peak Pricing at City Parking Lots and Street Meters	500,000	Parking	Additional \$0.50/hour at City Parking Lots and Street Meters during peak times. This would raise street meters from \$1.50 to \$2.00 per hour and City lots from \$1.00 to \$1.50 per hour. Based on historical data, peak parking demand is from June 1st to September 30th, 8:00AM to 6:59PM.
19 Finance	Street Lighting & Landscape Assessments	275,000	Street Lighting & Landscape	Requires Prop 218 Vote. Would eliminate General Fund subsidy.
20 Finance	Stop bagging meters during holidays	180,000	Parking	Each week City Lots and Street meters are bagged equates to roughly \$60,000 in lost revenue. (County and State Lots are not bagged.) In recent years, the meters have been bagged for 3 weeks.
21 Finance	Increase TOT from 10% to 12%	150,000	CIP Fund	Current budget (FY 16-17) for TOT is \$4.5 million in the General Fund and \$731,500 in the CIP Fund (revenue is split 85%/15%). A 2% increase would generate approximately \$900,000 in new General Fund revenue and \$150,000 in the CIP Fund.
22 Finance	Meter Upper Civic Center Parking	145,000	Parking	This lot includes 53 parking spaces. If meters were installed and operating during the hours of 8AM to 9PM and current parking rates applied, these meters would generate roughly \$145,000 (estimating occupancy at 75% of the time).
23 Parks and Recreation	Public Arts Trust Fund - Movies, StArt, Exhibitions, Concerts in the Park, family workshops, etc.	100,000	Public Arts Trust	Public Arts Trust fund balance of roughly \$600,000 could be utilized to offset General Fund programs such as art exhibitions, art education in the schools and concerts in the park.
24 Finance	Parking Permit Program	48,000	Parking	10% rate increase = \$48,000; 20% rate increase = \$96,000
	<b>OTHER FUNDS TOTAL</b>	<b>\$4,148,000</b>		
<b>ALL FUNDS TOTAL</b>		<b>\$8,676,770</b>		