



MnGFOA

Quarterly Training Seminars

Generating Non-Tax Revenue: Techniques, Issues and Case Studies

Wednesday, November 19, 2008

9:00 AM - 3:00 PM (on-site check-in time: 8:30 AM)

Four Points Sheraton (1330 Industrial Boulevard), Minneapolis, Minnesota

\$80 per person

Note: 5.0 of CPE credits will be awarded to seminar attendees

instructors

Bob Winthrop is Public Financial Management's leader of its National Fee Study Practice and has worked on more than a dozen non-tax revenue generation projects over the last three years, resulting in millions of dollars in additional recurring revenue for these jurisdictions. Prior to joining PFM in 2001, Bob worked for the City of New York, Office of Management and Budget.

Chuck Elliott, CPA, is the Chief Accountant for the City of Minneapolis. He was the project manager on both phases of the 2004 and 2005 Fee Studies for the City of Minneapolis. Most recently he has been implementing a new enterprise-wide financial system for Minneapolis. Chuck is also a member of the National GFOA Committee on Accounting, Auditing and Financial Reporting.

Bob Kessler is the Director of the St. Paul Department of Safety and Inspections (DSI). DSI was created in 2006 by combining the Office of Licensing, Inspections and Environmental Protection, the Department of Neighborhood Housing and Property Improvement, and Fire Inspection Division. In that role Bob is the chief advisor to the Mayor and City Council on safety issues within the City.

course description

What are Non-Tax Revenues and how significant a source of revenue are they? Instructors will present the value of a "user fee policy" and how to develop it. Participants will hear discussions about determining costs of service for different fees in order to maximize amounts that can be charged, activity based costing in the public sector and determining fully loaded costs and how to approach operational assessments in order to find opportunities for charging new fees, consistent with the City's adopted user fee policy.

Also presented will be special case studies and the City of St. Paul's experience with data driven analysis for police costs related to business licenses and its application to generating revenue from vacant properties. The Chief Accountant for the City of Minneapolis will talk about its experiences and how they go about keeping things updated. You will also hear about Nassau County New York's and the City of Pittsburgh's experience maximizing results from marketing, promotion and sponsorships and the revenue they have generated.

Participants will leave the session with a workbook that explains how to go about increasing revenue through user cost analysis.

seminar location

This program will be held at the Four Points Sheraton (1330 Industrial Boulevard) in Minneapolis. Anyone needing overnight accommodations for this seminar should contact them at 612-455-6324 to determine availability and cost.



MnGFOA - Quarterly Training Seminar

Return form below by **November 12, 2008** to:

Government Training Services, 2233 West University Avenue, Suite 150, St. Paul, MN 55114

On-line registration available at: www.mngts.org (click on the MnGFOA logo)

Questions?

Contact Government Training Services (GTS): Karen Beaulieu, Program Manager - kbeaulieu@mngts.org 651-222-7409, x203 (metro) or 800-569-6881 (non-metro)

GTS is a non-profit organization dedicated to helping those who provide services to Minnesota citizens and communities meet current needs for knowledge and skills. It has worked with policymakers, staff and appointed officials from all levels of government and their collaborators since 1976.

Cancellation

Fees will be refunded less a \$15 service fee if the registration is cancelled by November 14. You may substitute another individual at any time if you find you cannot attend. Persons not canceling in compliance with the above policy will be responsible for payment of the entire fee. Should weather (or other circumstances beyond our control) necessitate program cancellation or postponement, registrants will be notified via announcements on WCCO-AM radio and other local Minnesota radio stations.

Generating Non-tax Revenue - November 19, 2008 Registration Form

First Name

Last Name

Title _____ Jurisdiction _____

Street Address _____ City _____ State _____ Zip _____

E-mail _____ Daytime Phone (_____) _____ Fax Number (_____) _____

Note: You will receive an electronic confirmation one week before the workshop only if e-mail address is provided above!

Registration Options:

- Complete seminar (training, lunch and breaks)**
\$80.00 per person
- Networking lunch only** — \$20.00 per person

Special Needs: (Must be received by November 12, 2008.)

- Dietary (i.e., vegetarian). Please specify: _____
- I require other accommodations. Please contact me at: _____

Circle one: VOICE or TTY

Payment Options:

- Enclosed is check # _____
in the amount of \$ _____
(payable to Government Training Services).
- Please bill me at above address.
P.O.# _____ (if applicable).
NOTE: A \$10/AGENCY BILLING FEE WILL BE ADDED TO THE AMOUNT OWED.
- Credit Card (VISA or MasterCard only):
Card# _____
Exp. Date: _____
3-digit Security Code: _____
E-mail address (required): _____

