

# How Do We Increase Non-tax Revenue?

A revenue ad hoc committee, with participation by all stakeholders, would provide a structured approach to identifying and assessing revenue generation options to achieve the largest benefit for our efforts.

## RESIDENTS' SUGGESTIONS:

### SERVICES

- New concession offerings (pool, gym, etc.)
- Day spa

### FEES

- Meter-less paid parking/ parking stickers
- Easier to film on location
- Easier building process (more residents willing to remodel)
- Business license enforcement

### EVENTS

- Marathon
- Tour de Hill
- Celebrity golf/tennis tournament

### DONATIONS/ SPONSORS

- Adopt a trail/pocket park
- Expand PVE Foundation

### RETAIL/ COMMUNITY BUILDING

- Upscale restaurant with premier view
- Farmers' market
- Food truck events
- Movies on the grass
- Outdoor dining venues
- Restaurants/shops in city plazas (MC, LB)

### GRANTS

- Federal block grants
- Brush clearance
- Infrastructure projects
- Safety education materials





# I'M DAWN MURDOCK AND I AM RUNNING FOR PVE CITY COUNCIL



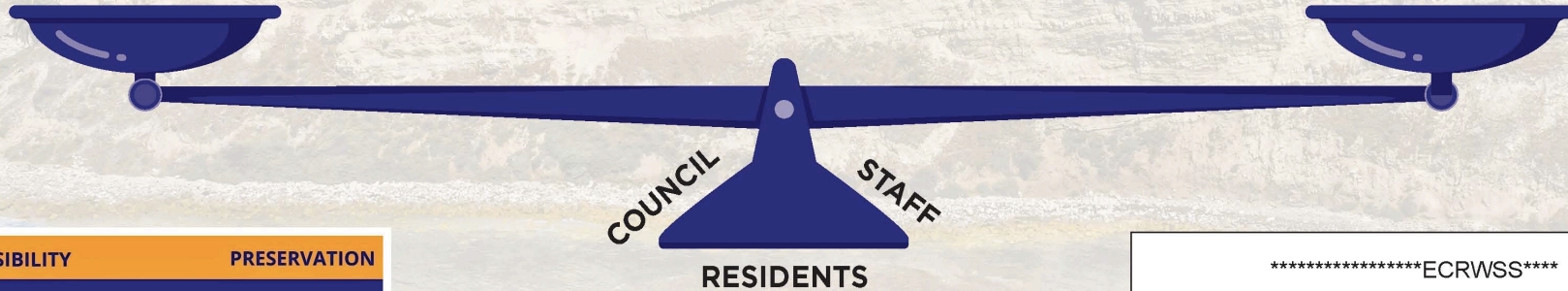
## WHAT RESIDENTS WANT

- Our Own Police Department
- Financially Stable City
- Open Spaces and Parklands
- Fire Abatement
- Traffic Safety
- Parkland Maintenance
- Infrastructure Maintenance

## PVE NEEDS TEAM-ORIENTED LEADERS TO ADDRESS RESIDENTS' COMPETING PRIORITIES

## HOW TO ACHIEVE RESIDENTS' WANTS

- Efficient, Cost Effective Operations
- Zero-based Budgeting
- Contracting (where it makes sense)
- New Non-tax Revenues
- Full Transparency of Costs
- Options/Trade-offs for Residents to Choose



FISCAL RESPONSIBILITY

PRESERVATION

**DAWN**  
**MURDOCK**

For PVE City Council

TRANSPARENCY

SAFETY

Learn more at [Dawn4PVE.com](http://Dawn4PVE.com)

\*\*\*\*\*ECRWSS\*\*\*\*

Local  
Postal Customer

PRSR STD  
ECRWSS  
U.S. Postage  
PAID  
EDDM RETAIL

## I WILL FIGHT TO KEEP OUR POLICE.

Paid for by Dawn Murdock for PVE Council 2020