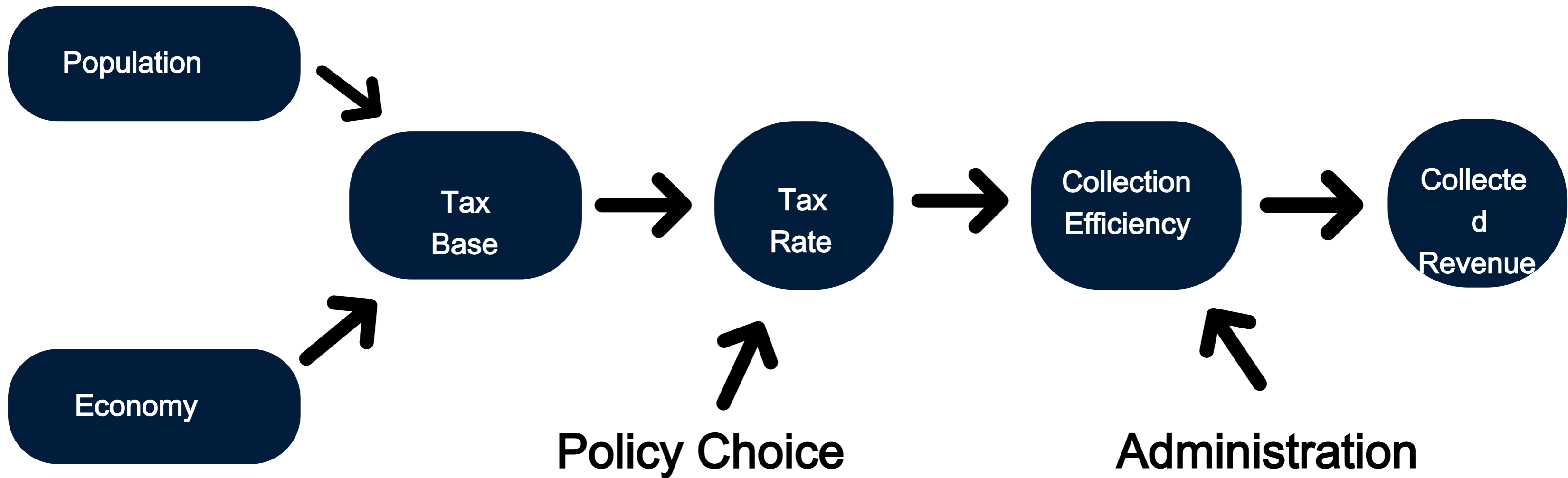




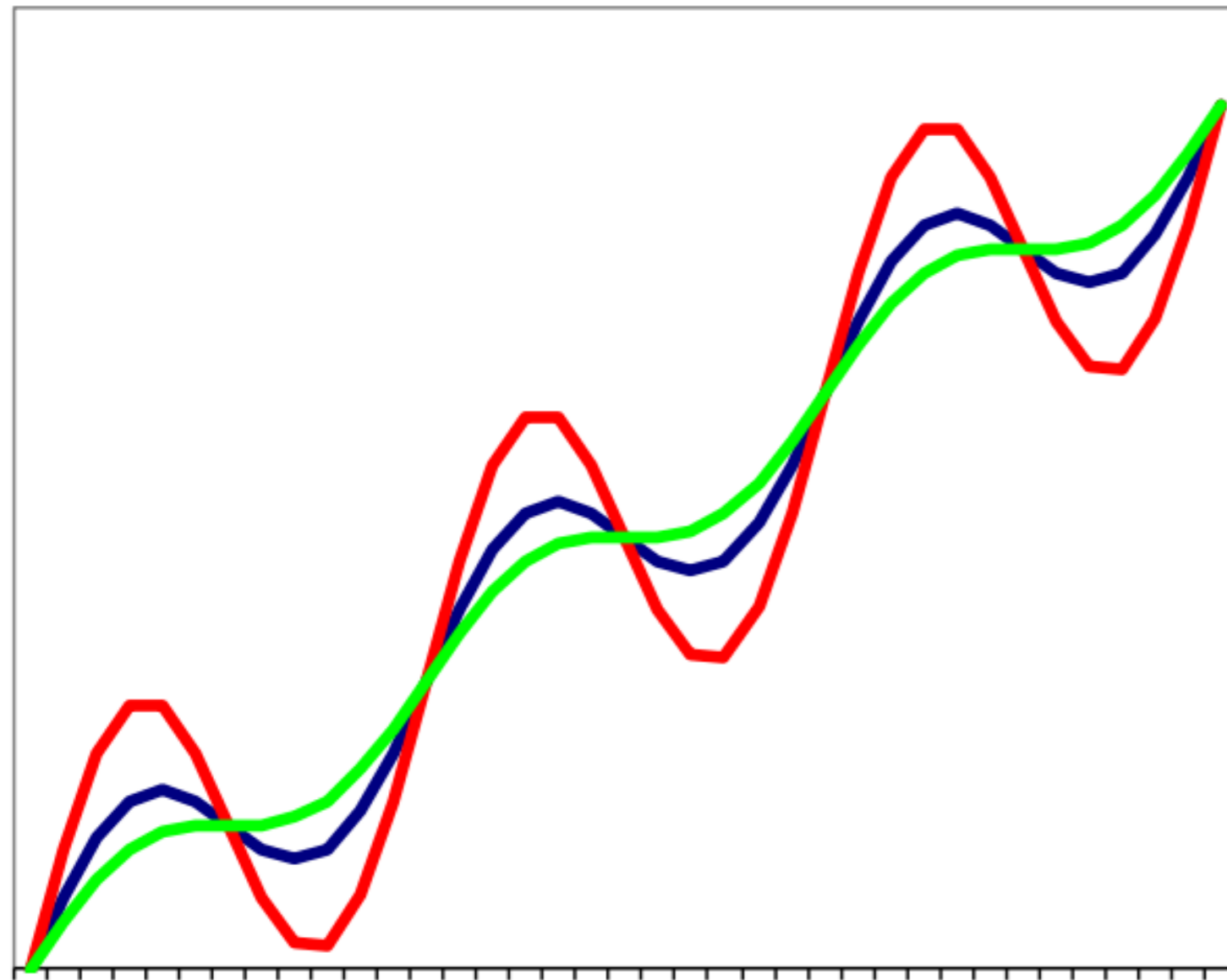
The Revenue Playbook: Proven Local Strategies

Marlon Castillo

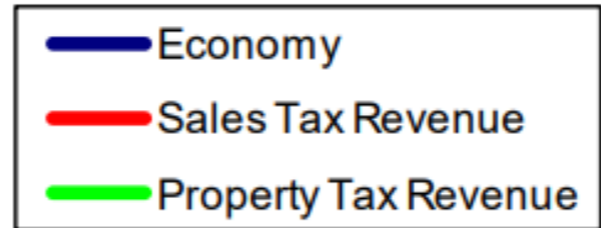
PIPELINE OF REVENUE



PIPELINE OF REVENUE



As economy grows, it fluctuates or goes through cycles.



Elasticity > 1 means the tax base is more variable than the economy

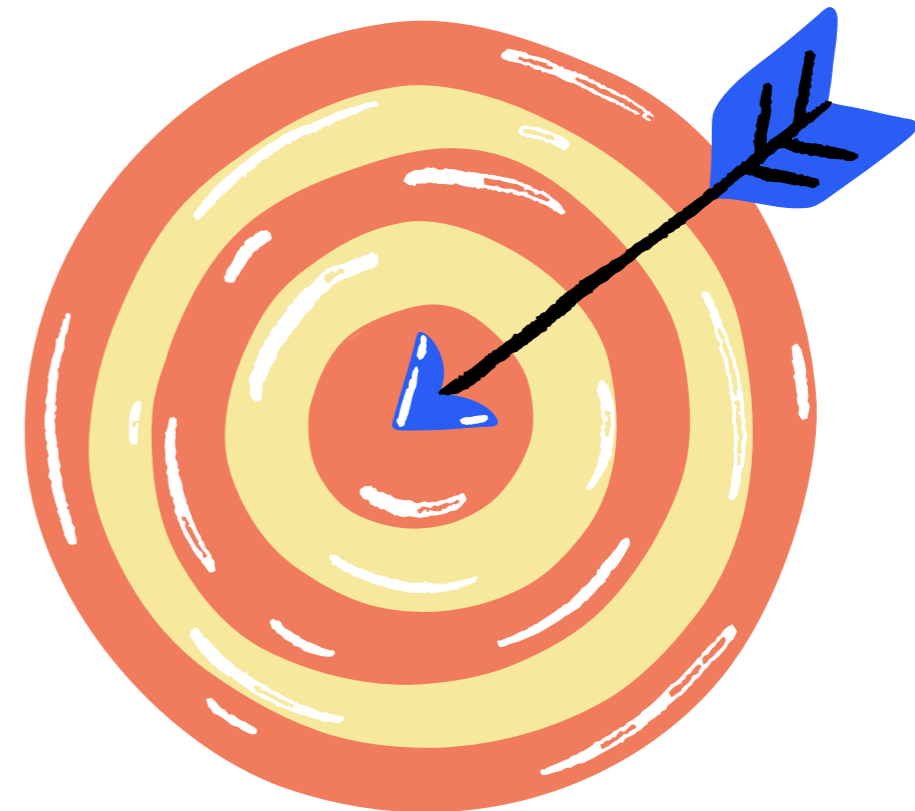
Elasticity < 1 means the tax base is less variable than the economy



ROLE OF COMPLIANCE REVIEWS

COMPLIANCE REVIEWS CAN

- Ensure predictability in revenue collection
- Provide clarity on expected revenue
- Provide a new data set to make predictions
- Set a tone for the taxing authority



ELEMENTS OF A COMPLIANCE PROGRAM

Key Stakeholders

- Residents
- Businesses
- Government

Types of Taxes and Fees

- Hotel Occupancy Tax
- Franchise Tax Audits
- Sales Tax Audits



STREAMS OF REVENUE


Lodging Tax

- Self reported by businesses, but errors and omissions can occur
- Often administered physically, which can lead to miscalculations
- Manual collection is prone to not including penalties and interest for late filings

Hotel/Motel & Sales Tax Return (Monthly)

1 Instructions
2 Basic Info
3 Sales Tax Info
4 Room Tax
5 Tax Summary
6 Preview

Instructions



ATTENTION Hotel/Motel & Sales Tax Taxpayer:

The City of Nome, AK is requiring taxpayers to submit a 2026 PERSONAL & BUSINESS PROPERTY DECLARATION Form, and is requesting the document be submitted directly to the city prior to February 1, 2026. For your convenience, Localgov has provided a link below to obtain the form, download, complete and return to the City of Nome.

Notice of Sales Tax Rate Change

Effective January 1, 2026, the City of Nome's sales tax rate will increase from 5% to 6%. All 2026 taxable sales filed after this date will be taxed with the new 6% rate.

Close Next >



STREAMS OF REVENUE

Sales Tax

- Self reported by businesses, but errors and omissions can occur
- Administered at the State or Local level, may not be aware of all the businesses in jurisdiction

CITY OF UNALAKLEET
MONTHLY SALES TAX RETURN
IN COMPLIANCE WITH ORDINANCE 87-08
CITY SALES TAX ORDINANCE
File in Duplicate

INSTRUCTIONS:
Return together with tax payment on or before the 15th of the month following any calendar month.

NAME _____
NAME OF BUSINESS _____
ALASKA BUSINESS LICENSE NO. # _____
FOR THE MONTH ENDING _____, 20____

TOTAL MONTHLY GROSS RECEIPTS

1. Goods and Merchandise: Total Gross Cash Receipts from Retail Sales	\$ _____
2. Services and Rentals: Total Gross Cash Receipts from Services: including building and equipment rental and utility services.	\$ _____
3. Entertainment and Amusement	\$ _____
TOTAL TAXABLE GROSS CASH RECEIPTS	\$ _____

TAX COMPUTATION

A. 5% OF TOTAL TAXABLE GROSS CASH RECEIPTS (TAX PAYABLE)	\$ _____
B. TOTAL TAX PAID	\$ _____
C. BALANCE OWED	\$ _____
D. INTEREST PENALTY DUE (10%) For period _____ to _____	\$ _____
Interest Penalty enclosed	\$ _____
Interest Penalty due	\$ _____

CERTIFICATION: The following statement must be made by the seller or other person having personal knowledge of the seller's business:
I, _____, do hereby certify that I am

(Please print) of _____
(Company)
making the report above. That I have personal knowledge of the business activity reported; and to the best of my knowledge,
all things stated herein are true.

(Signed)
Date of filing _____
City Clerk _____



REVIEWING STREAMS OF REVENUE

Franchise Tax

- No oversight of monopolies of utilities
- Third party companies will not be thorough enough to make sure that all addresses are remitting fees
- Difficult to get in touch with Giant companies

GEOGRAPHIC ANALYSIS TOOL 2.7 Welcome marlon! [Log Out]

Home Projects About

Home > All Projects > Viewing Project: Lafayette > Viewing Audit: Lafayette Gas Atmos Audit Standard Audit > Research Address

ADDRESS RESEARCH AND AUDIT SPECIFIC DETAILS Save Return

Address Research (shared among all audits)

SCOTT, LA, 70583

Confirmed City: Confirmed County:

PIN: Tax Code:

Property Type:

Land Value: Building Value:

Note:

Audit Specific Details (specific to this audit only)

Status: Reason:

Date of Service: Date of Correction (if corrected):

Projected Revenue: Billed: Sent to Azavar internal billing

Audit Note:

Appearances

[Lafayette Parish Address List Formatted for GAT_02-2021](#)

Media

History

Dec-7 3:15P Alexis: Updated research BuildingValue to '5000' PIN to '6173048' Note to 'Property Location: 113 A BEGNAUD RD PARISH 115 A BEGNAUD RD PARISH' PropertyType to 'Residential' ConfirmedCity to 'Scott' LandValue to '25710' ConfirmedCounty to 'Lafayette'

Dec-7 3:15P Alexis: Added research

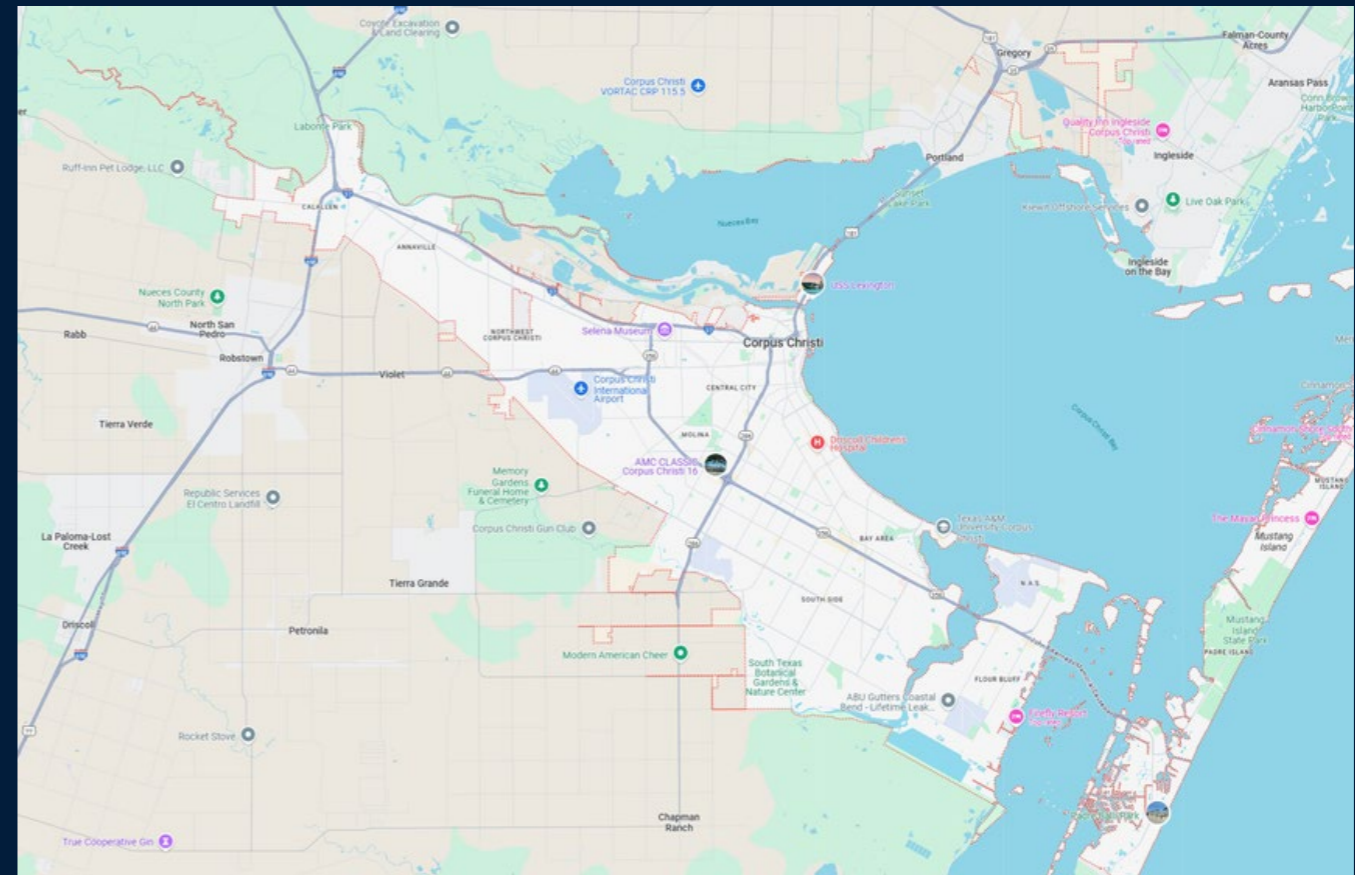
Jul-27 3:01P dsong: Added audit



STRATEGIES TO IMPROVE COLLECTION

Identifying Non-Compliance:

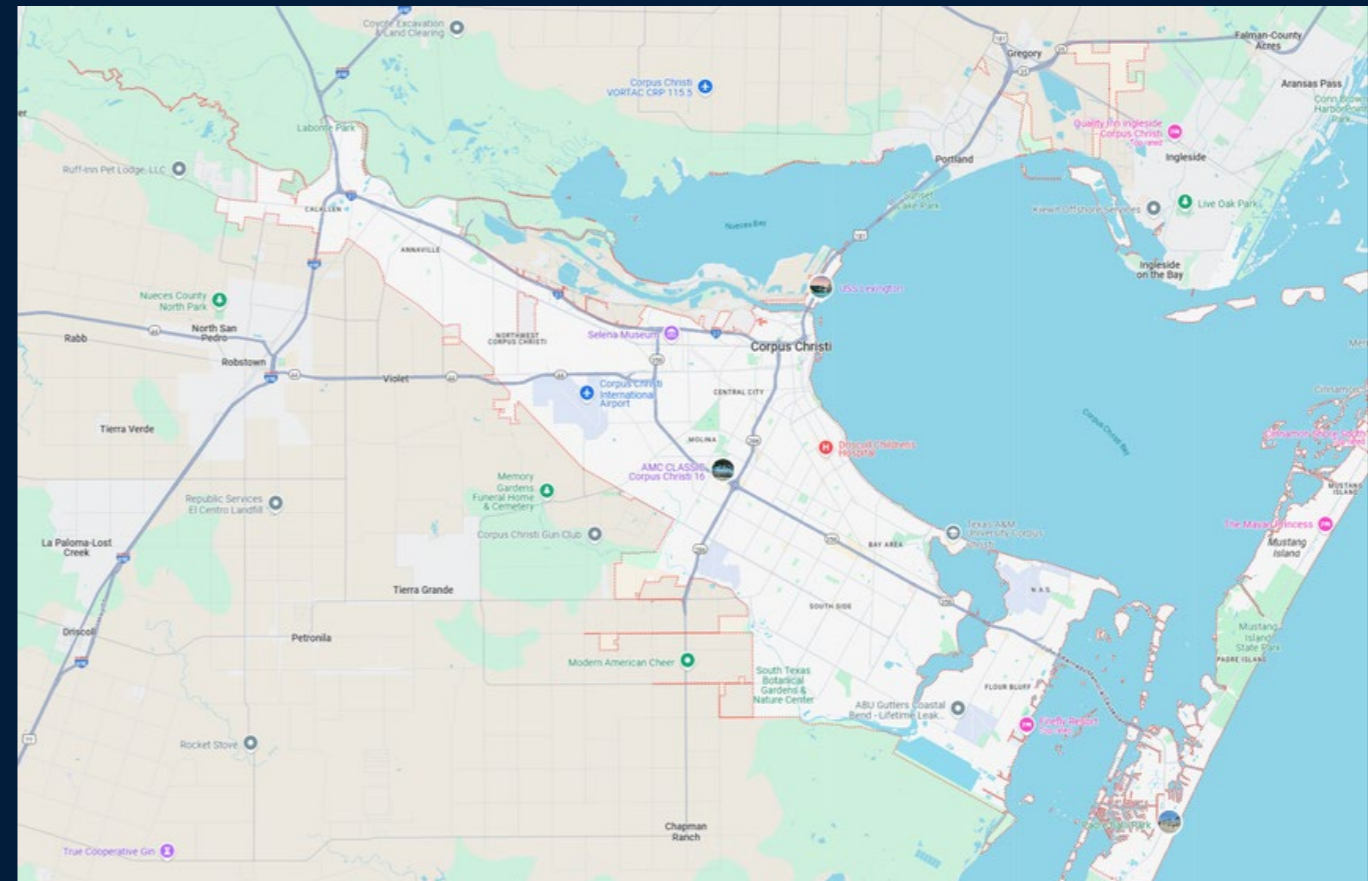
- Seek businesses that are not on the tax rolls but should be.
- Identify errors where businesses may underreport gross receipts or revenue.
- Address errors where the jurisdictions are not updated.



STRATEGIES TO IMPROVE COLLECTION

Maintain Consistency:

- Communicate any updates to proper taxing authorities
- Communicate with taxpayers
- Establish online collection and remittance
- Use online system to catch late payments and non-payments and assess penalties and interest



CASE STUDIES

Hotel Audits:

- Administered by either municipality or state
- Oftentimes, Hotel Owners will underreport the municipal side but not the state side
- Average of around \$25,000 collected



CASE STUDIES

Franchise Tax Audits:

- Administered by municipality
- Usual Recovery of \$8,000 -12,000 annually electric, \$8,000 gas
- 90% of audits conducted result in findings



CONCLUSION

Revenue Enhancement

- Audits can increase revenue without raising new taxes
- Maintains fairness, everyone pays the tax
- Allows for data collection, which may be used to help forecast predictions



CONCLUSION

Compliance is possible

- Engage in regular audits, review ordinances in response to changing revenue landscapes and consider enacting a dedicated compliance team, whether in house or contracted out
- **GOOD DATA MAKES GOOD DECISIONS**



Q&A



Thank you!

Questions?

Mcastillo@azavar.co

Let's
Connect



Schedule a
meeting

