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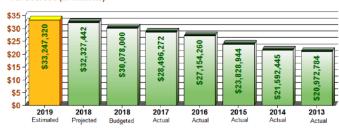
The Summary of Sources (the "SOS") section focuses on revenues that support the Town's governmental operations. Governmental revenue includes: the operating fund, grants, donations and other restrictive funds. Enterprise revenues are not included in this section. The Summary of Sources Section peals back layers into the revenue composition, trends and what forces drive them.

Total estimated governmental revenue for 2018/19 are \$33,247,320; which is \$919,878 (3%) more than **projected** for 2017/18 and \$3,169,320 (11%) more than **budgeted** for 2017/18.

The graph below illustrates total governmental revenue from 2012/13.

TOTAL GOVERNMENTAL REVENUE

All Sources (in millions)





TOTAL REVENUE

Major revenues are a combination of seven (7) individually reported revenue sources. Trends show that historically, these seven revenues have combined to generally meet the benchmark of 80% of total governmental revenues (78%-84% from 2013 to 2018). Estimating these seven sources with reasonable accuracy is vital to adequately managing and supporting the Towns financial strategies.

Non-major revenues are all the other 30 distinctive operating revenues that the Town receives.

Restricted revenues are sources that have specific restrictions in their use. Certain grants and fees are in this category.

The chart and graph below illustrate major, non-major and restricted revenues that support the Town's governmental operations.

REV Table 1 - GOVERNMENTAL R	EVENUE					
Revenue	Budget	Budget	Change	Change	Projected	Actual
by Type	2018/19*	2017/18	\$	%	2017/18	2016/17
Major operating revenue	\$28,196,952	\$24,516,000	\$ 3,680,952	15%	\$27,244,839	\$ 23,593,356
Non-major operating revenue	4,631,330	4,811,000	(179,670)	-4%	4,534,113	4,475,737
Restricted revenues	419,038	751,000	(331,962)	-44%	548,490	427,179
Total revenue	\$33,247,320	\$30,078,000	\$ 3,169,320	11%	\$32,327,442	\$ 28,496,272
* Recommended funding levels for the 2018/19	budget year					

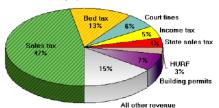




SUMMARY OF SOURCES

MAJOR REVENUES

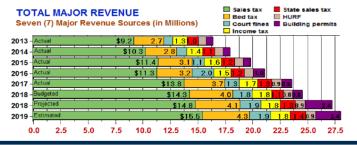
Major revenues are estimated at \$28,196,952 for 2018/19. This is an increase of \$2,008,688 (15%) compared to last year's budget and \$952,113 more than is being projected for last year's actual collections. The graph to the left shows the proportionate amount for each revenue, by major source. The chart and graph below illustrate each of the seven major revenues.



Of the seven major revenues, the local sales $\tan (TPT)$ is the most predominant; accounting for approximately 47% of total estimated governmental revenue.

The occupancy (bed) tax is the next largest major revenue accounting for 13% of total revenue. Building permits have spiked in 2018 and they are 7% of total revenues.

Operating Revenue	Budget	Budget	Change	Change	Projected	Actual
by Source	2018/19*	2017/18	\$	%	2017/18	2016/17
Major operating revenue						
Transaction privilege tax (Sales)	\$15,513,312	\$14,295,000	1,218,312	9%	\$14,848,025	\$ 13,818,317
Occupancy tax (Bed)	4,274,600	3,984,000	290,600	7%	4,071,053	3,701,739
Court fines - counter	1,921,120	1,762,000	159,120	9%	1,883,452	1,318,793
Income tax	1,762,232	1,758,000	4,232	0%	1,777,811	1,703,256
State shared TPT (Sales)	1,424,721	1,071,000	353,721	33%	1,346,296	1,277,675
Highway User Revenue (HURF)	901,867	811,000	90,867	11%	919,102	897,142
Building permits	2,399,100	835,000	1,564,100	187%	2,399,100	876,434
Total Major Revenue	\$28,196,952	\$24,516,000	\$ 2,008,688	15%	\$27,244,839	\$ 23,593,356
Non-major operating revenue	4,631,330	4,811,000	(179,670)	-4%	4,534,113	4,475,737
Total Operating Revenue	\$32,828,282	\$29,327,000	\$ 5,509,970	12%	\$31,778,952	\$ 28,069,093



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LOCAL SALES TAX (TPT)

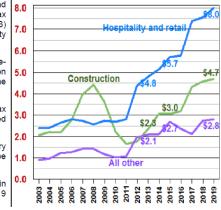
There are numerous components and taxable activities within the local sales tax (TPT), but can be simplified into three (3) main categories: Construction, Hospitality and Retail. and All Other.

Construction is general considered a onetime revenue, because once the construction is completed and the tax is collected the activity is done.

Per Town policy, all construction sales tax received in excess of \$500,000 is transferred to the Capital Improvement Program.

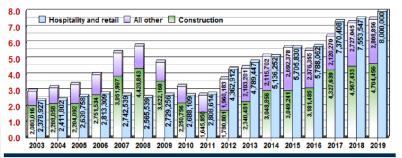
Hospitality and Retail is a significant category for the Town because of its potential to be recurring year-to-year and recent growth.

The line graph to the right shows the 3-main categories for local sales tax from 2003-2019 (in millions).



Town of Paradise Valley, AZ

REV Table 3 - Major Revenue: TR	RANSACTION PRIV	ILEGE TAX (SALE	S)			
Revenue	Budget	Projected	Actual	Actual	Actual	Actual
All Sources	2018/19*	2017/18	2016/17	2015/16	2014/15	2013/14
Hospitality and retail	\$ 8,000,000	\$ 7,553,547	\$ 7,370,408	\$ 5,788,062	\$ 5,705,830	\$ 5,136,252
Construction	4,704,456	4,567,433	4,327,639	3,181,485	3,049,241	3,048,856
All other	2,808,856	2,727,045	2,120,270	2,376,355	2,692,378	2,115,702
Total Sales tax	\$15,513,312	\$14,848,025	\$13,818,317	\$11,345,902	\$11,447,449	\$ 10,300,810
* Recommended funding levels for the 2018/19	budget year					





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SUMMARY OF SOURCES

BED (OCCUPANCY) TAX

Tourism and the hospitality industry are critical elements and contribute greatly to the Town's character. This industry generates a good portion of the Town's operating revenue. As a result, the Town dedicates significant resources to invest in tourism promotion.

- The Town invests 40.9% of its audited bed tax from two years prior into the current budget year.
 For example in audit year 2017, the Town received \$3,701,739 in bed tax revenue; and then 40.9% is investment in budget 2019 (\$1,514,011).
 - ▷ To limit the risk of over allocating current resources, this budget recommends beginning to set aside and assign the difference of the 40.9% of the current revenue to what is paid to Tourism. That balance will be segregated on the balance sheet and paid when due.

Since 2010, annual occupancy tax (bed tax) revenue has doubled. The graph below displays the bed tax revenue collections since 2005 and the portion set-aside for Tourism and used for the Town's operations.

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STATE SHARED REVENUES

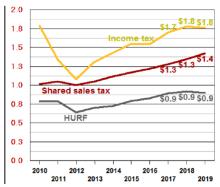
Three (3) revenue sources are part of the "State Shared" revenues: Income tax, Sales tax and HURF. These have been steady and consist since 2012.

The line graph to the right shows each source's trend over 10-years (in millions).

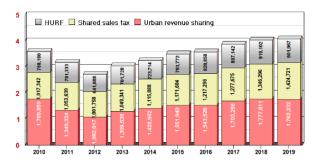
Income tax and shared sales tax are considered general revenues for the town's governmental operations.

HURF is specific restrictions on its use. The town meets those restrictions by using 100% of HURF in the streets department.

The chart and graph below show history of these revenue sources.



REV Table 5 - Major Revenue: ST	_					
Revenue	Budget	Projected	Actual	Actual	Actual	Actual
All Sources	2018/19*	2017/18	2016/17	2015/16	2014/15	2013/14
Income tax	\$ 1,762,232	\$ 1,777,811	\$ 1,703,256	\$ 1,543,526	\$ 1,551,940	\$ 1,428,952
Sales tax	1,424,721	1,346,296	1,277,675	1,217,296	1,171,604	1,115,888
HURF **	901,867	919,102	897,142	828,858	793,772	723,714
Total state shared revenue	\$ 4,088,820	\$ 4,043,209	\$ 3,878,073	\$ 3,589,680	\$ 3,517,316	\$ 3,268,554
* Recommended funding levels for the 2018/19	budget year	** 2017/18 HURF include	d one-time funding			

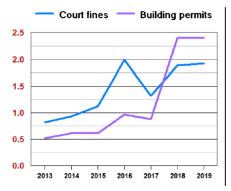




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SUMMARY OF SOURCES

BUILDING PERMITS & COURT FINES



Building permits and court fines are the two most volatile of the major revenues.

Building permits have dramatically spiked in 2018. But this level of revenue is not expected to be sustained in the long run. It is expected to continue approximately 2-4 years and then tapper back the levels of 2013-2015.

Court fines spiked in 2016 and then leveled back to the trend in 2017 and 2018.

The line graph to the left illustrates each revenues trend since 2013 (in millions).

The graph and chart below show history of these two sources.

REV Table 6 - Major Revenue: OT						
Revenue	Budget	Projected	Actual	Actual	Actual	Actual
All Sources	2018/19*	2017/18	2016/17	2015/16	2014/15	2013/14
Court fines - counter	\$ 1,921,120	\$ 1,883,452	\$ 1,318,793	\$ 1,990,163	\$ 1,118,688	\$ 931,039
Building permits	2,399,100	2,399,100	876,434	969,090	613,269	612,329
Total Other major revenues	\$ 4,320,220	\$ 4,282,552	\$ 2,195,227	\$ 2,959,253	\$ 1,731,957	\$ 1,543,368
* Recommended funding levels for the 2018/19 b	udget year					

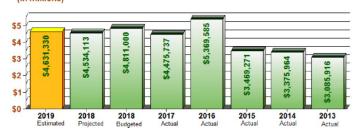


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NON MAJOR REVENUES

Though non-major revenues are not individually as large as the seven major revenues, they shouldn't be overlooked. The graph and chart below show that total non-major revenue are estimated to decrease by \$179,670 (-4%) compared to the 2018 budget; but an increase of \$97,217 (2%) compared to current estimates for 2018.

NON-MAJOR REVENUES (in millions)



Operating Revenue	Budget	Budget	Change	Change	Projected	Actual
by Source	2018/19*	2017/18	\$	%	2017/18	2016/17
Taxes	\$ 1,029,380	\$ 1,044,000	\$ (14,620)	-1%	\$ 1,028,021	\$ 1,056,547
Intergovernmental	647,950	577,000	70,950	0	618,289	639,339
Fines and forfeitures	804,000	816,000	(12,000)	-1%	799,061	740,849
License and permits	1,340,000	1,064,000	276,000	26%	1,341,928	1,408,964
Rentals and royalties	310,000	610,000	(300,000)	-49%	309,472	307,779
Contributions and donations	400,000	680,000	(280,000)	-41%	281,090	139,576
Interest income	100,000	20,000	80,000	400%	156,252	182,683
Total non-major revenue	\$ 4,631,330	\$ 4,811,000	\$ (179,670)	-4%	\$ 4,534,113	\$ 4,475,737
* Recommended funding levels for the 2018/19 I	oudget year					

The following five (5) tables display each of the non-major revenues within their revenue category.

Revenue		Budget		Projected		Actual		Actual		Actual		Actual	
All Sources	2	018/19*	2017/18		- 2	2016/17		2015/16		2014/15		2013/14	
APS franchise fee	\$	630,000	\$	629,615	\$	592,752	\$	629,739	\$	655,689	\$	672,323	
Cox Com franchise fee		260,000		259,800		241,488		245,137		246,353		244,743	
Southwest gas franchise fee		139,000		138,380		221,801		271,024		148,874		142,552	
Other taxes		380		226		506		242		(13,659)			
Total Non-major Taxes	\$	1,029,380	\$	1,028,021	\$	1,056,547	\$	1,146,142	\$	1,037,257	\$	1,059,618	



SUMMARY OF SOURCES

REV Table 9 - Non-major Revenue: INTERGOVERNMENTAL													
Revenue All Sources	_	Budget 018/19*		rojected 2017/18		Actual 2016/17		Actual 2015/16		Actual 2014/15		Actual 2013/14	
Auto lieu tax	\$	622,950	\$	593,289	\$	548,523	\$	530,413	\$	490,206	Ş	457,878	
\$4 Citing agency - SB1398		25,000		25,000		32,064		50,783		26,572		18,259	
Other intergovernmental		-		-		58,752		-		-		-	
Total Non-major Intergov.	\$	647,950	\$	618,289	\$	639,339	\$	581,196	\$	516,778	\$	476,137	
* Recommended funding levels for the 2018/19	budget y	ear											

REV Table 10 - Non-major Revenue	e: FI	NES AND F	ES									
Revenue		Budget		Projected		Actual	Actual		Actual			Actual
All Sources	2	2018/19*		2017/18		2016/17		2015/16	2014/15		2	013/14
Court PD technology fee	\$	635,000	\$	632,277	\$	598,132	\$	874,787	\$	405,027	\$	-
Public safety fee		105,000		103,582		90,711		184,781		114,246		85,204
Jail fee reimbursements		10,000		8,706		10,984		10,068		9,257		-
Indigent legal fee reibursements		-		-		220		1,353		2,382		-
Process service fee - courts		35,000		32,776		7,642		45,764		42,077		22,517
Police impoud vehicle		19,000		21,570		32,700		12,000		-		-
Other fines and fees		-		150		460		(5,885)		8,002		-
Total Non-major fines & fees	\$	804,000	\$	799,061	\$	740,849	\$	1,122,868	\$	580,991	\$	107,721
* Recommended funding levels for the 2018/19 be	ıdget ye	ar	** 201	7/18 HURF Include	ed one-	time funding						

Revenue	Budget	Projected	Actual	Actual	Actual	Actual
All Sources	2018/19*	2017/18	2016/17	2015/16	2014/15	2013/14
In-house plan review	\$ 695,000	\$ 688,372	\$ 627,194	\$ 596,726	\$ 496,208	\$ 437,432
Grading permits	55,000	59,680	253,188	80,440	39,395	24,650
Development in lieu	108,000	108,000	108,000	108,000	108,000	108,000
Haul / evacuation permit	75,000	75,038	93,183	103,460	68,186	64,775
Fire marshall	40,000	43,483	71,787	77,434	34,353	36,099
Hillside application fee	150,000	150,772	55,125	42,920	33,700	35,060
Right of way permit	90,000	90,660	50,869	71,991	25,477	13,930
Sub division permit	28,000	27,193	40,923	44,494	29,125	18,085
Special use permit	24,000	24,219	36,480	11,710	30,520	15,871
Other	75,000	74,511	72,215	73,581	56,651	63,822
Non-major Licesnse & permits	\$ 1,340,000	\$ 1,341,928	\$ 1,408,964	\$ 1,210,756	\$ 921,615	\$ 817,724

Revenue	E	Budget	P	rojected		Actual		Actual		Actual		Actual	
All Sources	20	2018/19*		2017/18		2016/17		2015/16		2014/15		2013/14	
New Path	\$	150,000	\$	150,000	\$	147,569	\$	146,343	\$	146,097	\$	143,246	
Post office rent		87,000		87,000		87,000		87,000		87,000		87,050	
Wireless facility		73,000		72,472		73,210		72,360		71,410		67,170	
Miscellaneous		400,000		281,090		139,576		737,089		118,092		523,562	
LGIP earnings		35,000		56,500		39,342		30,719		19,209		(16,845	
Investments		65,000		99,752		143,341		235,112		70,822		110,581	
Non-major Licesnse & permits	\$	810,000	\$	746,814	\$	630,038	\$	1,308,623	\$	512,630	\$	914,764	

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DEPARTMENTS, DIVISIONS & ENTERPRISES



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