

### Summary of Revenue Options

Revenue	Approval Needed for Increase	Earliest Implementation	Current Rate	Estimated Revenue Increase	Additional Information
<b>1 General Obligation Bonds</b>	Majority vote of the voters in the City.	After Nov 2012 General Election - Jan 2013	N/A	Depends on intended size of bond issuance.	Most issuances are designated for a particular purpose.
<b>2 Sales Tax</b>	Majority vote of the voters in the City.	After Nov 2012 General Election - Jan 2013	7.75% - of which City receives 1%	Each .25% increase in tax rate - approximately \$10 million.	
<b>3 Transient Occupancy Tax</b>	Majority vote of the voters in the City.	After Nov 2012 General Election - Jan 2013	8.00%	1% Increase - \$387,000 (1st Year), \$775,000 annually.	
<b>4 Business License Tax</b>	Majority vote of the voters in the City.	After Nov 2012 General Election - Jan 2013	Varies - max \$200	Depends on tax structure and rates. Current max \$200 for \$500,000+ gross receipts.	
<b>5 Solid Waste Franchises Fee - Non-Residential</b>	May be increased by City Council Resolution.	July 2012	16%	Increase rate to 1% - \$100,000.	
<b>6 Solid Waste Franchises Fee - Residential</b>	May be set by City Council Resolution.	July 2012	None	Establish rate at 5% - \$200,000.	
<b>7 Green Fees at Golf Course</b>	Per contact, fees may be increased with City Manager approval.	July 2012	Varies	Increase of \$2 per round of play - \$100,000.	
<b>8 Emergency Medical Services - Resident Paramedic Fee</b>	May be set by City Council Resolution.	July 2012	None	Current ALS fee charged to non-residents is \$185.  If ALS fee increased to \$300 and billed to all patients, revenue increase \$347,000 offset by Emergency Medical Services Coordinator personnel of \$142,725, net revenue increase of \$204,275.  If ALS fee increased to \$350 and billed to all patients, revenue increase \$406,000 offset by Emergency Medical Services Coordinator personnel of \$142,725, net revenue increase of \$263,275.	

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<b>9 Fire Prevention - Apartment Inspection Fee</b>					
	May be set by City Council Resolution.	July 2012	None	Estimated revenue from establishing a fee as proposed is \$147,080 offset by Fire Analyst personnel of \$121,964, net revenue increase of \$25,116.	Fees currently charged by cities of Brea, Orange, Huntington Beach and Santa Ana.
<b>10 Fire Prevention - Business Inspection Fee</b>					
	May be set by City Council Resolution.	July 2012	None	Estimated revenue from establishing a fee as proposed is \$392,760 offset by Fire Analyst personnel of \$121,964, net revenue increase of \$207,796.	Fees currently charged by cities of Anahiem, Huntington Beach and Santa Ana.
<b>11 Fire Prevention - Annual Permit Fee</b>					
	May be set by City Council Resolution.	July 2012	None	Increase rate to \$125, estimated revenue increase is \$160,000	Fees currently charged by cities of Anahiem, Huntington Beach and Santa Ana.
<b>12 Animal License Fee</b>					
	May be increased by City Council Resolution.	July 2012	\$80 unaltered, \$20 altered	If rate set same as County, estimated revenue increase is \$68,000.  If more aggressive enforcement is desired, revenue offset by Animal Control Officer personnel of \$95,687, net cost estimate is \$27,687.	
<b>13 Citywide User Fees</b>					
	May be increased by City Council Resolution.	July 2012	Varies	Will be determined when time and cost estimates are completed. Before item comes to Council.	
<b>14 Civil Citations</b>					
	May be increased by City Council Resolution.	July 2012	\$75 1st viol., \$200 2nd viol., \$500 All Other	Increase rates to \$150 - 1st Violation, \$300 2nd Violation, estimated revenue increase is \$10,000.	Increased amounts are Planning Commission recommendation.