MUNICIPAL REVENUE MAPPING

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City of Mt. Pleasant
Inspirations

**APRIL 13, 2017**

Mount Pleasant welcomes Strong Towns!

Charles Marohn, president of Strong Towns, a national nonprofit working to strengthen financial resilience in America’s towns and cities, will lead a series of activities in Mount Pleasant on Thursday, April 13.

Presented by the City of Mount Pleasant, this interactive event will introduce participants to the Strong Towns principles of financial solvency, incremental development, local economic growth and bottom-up activism as they apply to the City and the surrounding region.

Additional details are included below. All are encouraged to attend, including public officials, local change-advocates, business owners and residents.

**2 P.M.**
Walking Tour - Mission St.
Meet at the northeast corner of S. Mission Street and Fairfield Drive.

**4 P.M.**
Walking Tour - Downtown
Meet at Town Center (northwest corner of Main and Broadway).

**6 P.M.**
Curbside Chat - City Hall
A public presentation and discussion held at City Hall (300 W. Broadway) on the question, “Why, despite all the growth America has experienced, do our cities struggle financially just to accomplish basic tasks?”

For more information, go to www.mt-pleasant.org or www.strongtowns.org.
Inspirations

SaveMI City

Dollars down the drain
Local governments see decades of declining state revenue

By JOHN MATUSZAK - HP Staff Writer  Dec 3, 2017  7 min to read
Quick and dirty
Calibration

- Sticky issues:
  - Parking lots
  - Common areas
  - Developments with multiple parcels

- Depiction
- “Splitting” the data
- Other revenues and costs
Refinement
What we learned about our City

- Floor area ratio drives tax value per acre
- Parking lots decrease tax value per acre
- Beautiful and new ≠ More tax revenue
- Tax value only one consideration
- Policy levers exist to boost revenue generation
  - *Many implemented through our new zoning ordinance*
What we learned about the process

- Better for generalized findings than doing parcel level comparisons
- Maps understood best by visual learners
- Timing
- Sticky issues
- Easier than expected