



Revenue Forecasting in Marana





Revenue Forecasting Sources

- National
- State
- Local
- Other





National

- Inflation rate
- Unemployment rate
- Economic news
- Market movements
- Legislative changes
- World events





State

- Finance Advisory Committee meetings (Oct., Jan., April)
- AZ League of Cities and Towns
- U of A Economic and Business Research Center
- State Economic news
- Legislative changes





Local

- U of A Economic and Business Research Center
- Economic Development Opportunities
- New development – Residential & Commercial
- New businesses & business closures
- Review status of shopping areas (Mall, car dealers, etc.)
- Town CIP projects



Other Considerations

- Trend analysis
 - Annual revenues
 - Monthly revenue tracking
 - Hotel revenue tracking
 - Sales tax – Top 10 comparison
 - Business License data
- Ongoing vs. One-time revenues
- URS projection (JLBC July monthly report)
- Attend frequent economic updates
- Meet with Departments
- Conservative vs. optimistic approach





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THANK YOU!