



City of Scottsdale Hosts Active Network, Government Solutions' Raising Revenues Without Raising Taxes Branding as a Revenue Source

Sponsored by the
Alliance for Innovation

Wednesday, February 13, 2008

9 a.m. - 12 p.m. at The Mustang Library, Scottsdale

Many of today's local governments are struggling to keep up with ever-increasing service demands coupled with reduced funding. Today, cities and counties are developing innovative revenue-generating partnerships and programs between the public and private sector to help augment budgets to expand services and fund supplemental programs.

Join in this half-day interactive workshop to review case studies and gain insight into how your city or county can boost revenues without increasing taxes or fees.



Learn how other communities are developing innovative revenue-generating programs through marketing partnerships

About the Facilitator:

Don Schulte – A marketing veteran with over 25 years in sales and marketing, Don is recognized in the industry as having pioneered the development of new types of marketing-based revenues sources for governments nationwide. Active's Marketing Partnership group literally wrote the book on best practices for the new field now known as "**municipal marketing.**" Don and his team are the leading consulting group in North America that delivers solutions in the areas of municipal marketing, developing revenue-generating strategic partnerships and sponsorships between the public and private sector with the goal of reducing the need to raise taxes through effective marketing strategies.

About Active Network, Government Solutions:

More than 1,800 local government organizations trust **Active Government Solutions** to deliver improved public service with their technology and marketing services. Active Government Solutions helps cities and counties automate their entire organizations for results-driven and customer-focused service delivery with their Citizen Request Management (311), Government Contact Centers, Integrated Enterprise Cashiering and online Citizen Access hosted solutions.



For details,
please contact
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Regional Director
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**Raising Revenues Without Raising Taxes
Branding as a Revenue Source ~ February 13, 2008**

8:30 a.m. Registration and Refreshments

9 a.m. to 12 p.m. Workshop

The Mustang Library

10101 North 90th Street, Scottsdale, Arizona 85258-4404

(South of Shea Boulevard and East of Pima Road)

480.312.7323

Registration Form

Fax to 813.664.0051

Questions?

Please contact

Pamela Muse,

Regional Director,

888.468.6450

pmuse@transformgov.org

Name: _____

Title: _____

Organization: _____

Street Address: _____

City/State/Zip Code: _____

Phone: _____

Fax: _____

Email: _____

Rates

Alliance Members - FREE

Non Members - \$25

Members and non-members must register for the workshop as space is limited.

Method of Payment:

Check Enclosed Please Invoice(P.O. # _____, not required)

Credit Card: (check one)

AMEX VISA MASTERCARD DISCOVER

Acct # _____

Exp. Date: _____

Name: _____

Signature: _____