

## PUBLIC SECTOR SERVICES: REVENUE ENHANCEMENT

experience **opportunity** // Recovery from the Great Recession has been uneven. Some community revenues have bounced back and exceeded their pre-recession highs. However, other communities continue to struggle. Regardless of your community's situation, leaders may still be looking for breathing room given existing financial commitments and a demand for new and better services that shows no sign of abating. To escape from the budget box, you need *opportunity*.

### REVENUE ISSUES FACING COMMUNITIES

Communities face pressing issues as they try to match expenditures with revenues while responding to the needs of their stakeholders, including pension commitments, infrastructure demands, public safety needs, increasing employee overtime costs, new equipment requirements, competition for qualified employees, rising benefit costs and unfunded state and federal government mandates.

These issues matter; with budgetary and personnel challenges, communities must compete to survive. People and jobs are more mobile than ever. States, cities and counties have to compete for both—by providing good services at a reasonable cost—if they want to maintain their financial stability and quality of life. While the need for organizations and communities to compete may be unfortunate, there are no rising tides on the horizon that will lift all boats.

### OUR APPROACH

BKD brings creativity and tested solutions from decades of work in public service and employs former public sector executives with relatable experience. We realize another report sitting on a shelf isn't beneficial; you need insight specific to your community that's supported by best practices and nationwide peer-reviewed research on what works. You need assistance that can combine top-tier data analytics with process knowledge and an understanding of the public sector's possibilities

and challenges. You need a firm that can help you plot a course forward and help you effectively communicate to key stakeholders.

Sample projects include:

- Enhanced tax-revenue collection opportunities
- Analyses on how zoning decisions can promote economic growth and enhanced property and sales tax revenues
- Cost-of-service studies to determine fee adequacy
- Contract restructuring opportunities
- Public-private partnerships and managed competition
- Strategic financial plans that provide for service improvements and fiscal sustainability
- Organizational restructuring opportunities
- Asset optimization efforts in areas such as parking and convention facilities

### WHY WE'RE DIFFERENT

Our approach is rooted in principles that can provide vision and guidance to stakeholders inside and outside of your organization. There's no one-size-fits-all approach, but based on decades of public sector leadership, our team has identified key principles important for guiding any initiative designed to improve your community's budget situation. These principles include bringing out the best in existing staff, protecting institutional control of critical matters and improving service and the community experience.

**BKD**  
CPAs & Advisors

FOR MORE INFORMATION // For a complete list of our offices and subsidiaries, visit [bkd.com](http://bkd.com) or contact:



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