
**LEAGUE OF CALIFORNIA CITIES
ANNUAL CONFERENCE
October 1, 2015
CityTalk**

**Who Moved My City's Revenue? Re-Capturing Rogue Revenue Streams
4:15 – 4:35 pm**

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- I. Introduction
- II. Overview
 - a. Lessons from the Titanic
 - b. Learning Objectives
 - i. Define People, Process, and Policy
 - c. Pre-Conference Survey Results
- III. Diagnostic of Sales Tax Challenges
- IV. Other Tax Areas of Concern
- V. A lesson in achieving tax reform – AB 1717
 - a. Strength in specificity
 - b. Power of collaboration
- VI. Homework – Now what?
- VII. Q&A

