

# Clearview: Recognize and Anticipate Revenue Changes



## Understand Your Tax Base and Make Informed Budgeting Decisions

Setting budget and spending levels is always a moving target for local governments. Taxpayers come and go, payments don't always arrive when expected, and revenue is sometimes missing or misallocated to other jurisdictions. This volatility and lack of insight into the meaning behind economic and tax data can limit planning and

adoption of revenue-related policies that your community needs. Avenu's Clearview software provides city and county leadership with a way to minimize the uncertainty around revenue reporting. Its graphic displays and geographic overlays show revenue streams from multiple tax types and answer the all-important "Why" questions around revenue shifts.

### Remove the Guesswork

Clearview aggregates and organizes data into intuitive, graphical views to identify the trends and causes of revenue shifts over any period. It offers summaries by business category and segment and allows in-depth examination of taxpayer details such as payment history. Clearview's statistical models then support revenue forecasts by employing real-time data and what-if scenarios so that jurisdictions can anticipate revenue

changes faster and make adjustments as necessary. Typical techniques to reach this level of understanding involve complex spreadsheets, which still leave you struggling to manage large data sets while trying to form assumptions from historical data and limited models. The Clearview solution can both summarize and drill down into the data sets, quickly presenting the context needed about the past, current and future state of revenue.

## A Friend to Busy Government Professionals

- Improve forecasting with views of revenue trends and causes
- See what's happening by business category and segment
- Know details of taxpaying businesses and targeted geographies
- Compare performance to other cities
- Speak to a person when you call customer support



### Jurisdiction Economic Trends

2017 Q3 Revenue  
**\$25,311,448**

PYQ Revenue  
**\$22,980,715**

\$ Difference  
**\$2,330,733**

% Change  
**10.1%**



## Communicate the Meaning Behind the Data

While the Clearview process helps jurisdictional leaders reach critical conclusions, the user friendly presentation makes the takeaways easy to communicate to city councils, boards and commissions. The graphics, Geographic Information System tools and report-based visualizations lead to greater

overall understanding of revenue drivers. This can help pinpoint areas ripe for development and investment, and show the impact of policy changes on specific areas. And it's easy to export reports into Excel or PDF formats, so users have a helpful way of shaping and conveying their conclusions.

## Avenu: A Partner to Local Government

Customers put their trust in Avenu because of our experience in many tax types, local ordinances and policies. Our high customer satisfaction and renewal rates are directly linked to this knowledgebase, our responsiveness to queries and issues, and the professionalism of our staff when interacting with taxpayers.

## The Avenu Difference

Avenu provides local governments with ways to achieve more predictable revenue that supports growth, fuels modernization, and ensures compliance with mandated but underfunded programs. Avenu's revenue enhancement and administrative solutions find and recover taxes, license and permit fees that cities and counties struggle to collect. The insights and improved fiscal posture enables governments to deliver, expected services that sustains a high quality of life for their residents. To learn more visit [www.avenuinsights.com](http://www.avenuinsights.com).