



# Losing Revenue from Uncollected Hotel-Motel Taxes?

## How We Help You Collect Hotel-Motel Tax Revenue

With our many decades of experience working with cities, GMA quickly helps improve your tax administration and establish compliance between you and your city's hotel and motel operators. Our process ensures that you receive your hotel and motel tax revenue every month like clockwork – without you worrying about collecting it.



### ◆ Operation Enhancement & Compliance Enhancement Services

#### Operation Enhancement – Data to Help You Collect More Revenue

With Operation Enhancement, we help you analyze the returns of all your lodging providers during the preceding 36 months.

**Our expert analysis results in:**

- ◆ A list of compliance deficiencies and recommendations about subjecting specific lodging providers to further examination.
- ◆ A review of local ordinances and administrative processes to help make sure hotels and motels are held fully and equally accountable.

**At the end of our analysis, you receive a report of our findings, including an assessment of your local lodging hospitality market. In addition, our hospitality market report projects how much revenue you should receive according to current market conditions.**

#### Compliance Enhancement – Enforcing Your Ordinances to Help Collect Your Revenue

**Let our experienced city experts handle your hotel and motel tax compliance. Our Compliance Enhancement services build upon our Operation Enhancement services by:**

- ◆ Performing field examinations of those identified in the operational assessment report as potentially deficient lodging providers and reporting our findings to you. Field examinations include visits to lodging providers, examining their books and records, and reviewing hotel and motel tax ordinance details with them.
- ◆ Providing draft notices of deficiency or letters of commendation to designated hotels and motels.
- ◆ Reviewing questions and/or appeals from deficient lodging providers and drafting appropriate responses on behalf of the city.

### ◆ Revenue Management Service – Sit Back and Let GMA Collect Your Revenue

Even better, remove all worries about hotel-motel tax collection. GMA collects the revenue for you. We handle all of the details, from collecting your money to following up on delinquent payments. Our Revenue Management Service also includes Operation Enhancement and Compliance Enhancement services on an ongoing basis (as deemed necessary). **With our Revenue Management services, we will:**

- ◆ Review the city's hotel motel tax ordinance and report forms, and update as needed.
- ◆ Administer the hotel and motel tax on behalf of your city. GMA receives your tax returns and disburses your funds to you on a monthly basis.
- ◆ Meet with all lodging establishments to review the new revenue management service.
- ◆ Provide enhanced reporting and follow up on delinquent payments. Our reports include data about all lodging providers, their returns, their remittances, and any delinquencies.
- ◆ Monitor your monthly revenue for accuracy.



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Visit our website: [www.gmanet.com/hotel.aspx](http://www.gmanet.com/hotel.aspx)