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Commissioner's Corner

A Message from Martha E. Stark

I knew it was going to be a challenge when I accepted the appointment as Finance Commissioner two years ago on February 25, 2002, the same day 16 property assessors were arrested and charged with accepting bribes. But I said to Mayor Bloomberg, "Being Finance Commissioner is my dream job — the only job in City government I ever really wanted — and I'll handle those challenges one by one."

It's hard to believe it has been two years since that day. I'm still grateful to Mayor Bloomberg for entrusting me with this job, and for supporting the great work that we are all doing on behalf of New Yorkers. Though the good news doesn't always grab the headlines, I'm convinced that we are all making a real difference for people, in ways large and small.

And it's all thanks to your terrific effort. So thank you, thank you thank you!

Reflecting back, I am extremely proud of the many changes we've made to improve this agency. Since it is my second anniversary and my first "Commissioner's Corner" in Finance's new electronic newsletter, I thought I'd "toot our horn" a little about some of our accomplishments during the past two years.

Most significant is the dramatic progress and change in the Property Division. We have already implemented many of the recommendations in the Task Force's Final Report on Assessment Reform, a culmination of almost two years of effort by Finance, the NYC Department of Investigation, various City agencies and elected officials. Of course, we also received invaluable input and feedback from people outside City government. I hope you will take the time to read about our plans, which reduce the risk of corruption by making the valuation process easier for the public to understand, minimizing subjectivity in the process, and reorganizing the division to focus on valuation. With this report and the release of the FY2005 Tentative Assessment Roll, Finance began an exciting new era in the way we value property in New York City. Acting Assistant Commissioner Dara Ottley-Brown did a terrific job leading the effort on this roll, and her predecessor John McBride also made outstanding contributions during the transition.

I also want to thank First Deputy Commissioner Rochelle Patricof for spearheading an extensive functional reorganization of the entire Department, which — amid necessary budget cuts — has both streamlined and enhanced agency collection, payment and customer service operations. We're not done yet and continue to try to find ways to improve the services we deliver. While each division provides some level of direct customer service, the creation of a Communications & Customer Service Division, headed by Assistant Commissioner Sam Miller, also represents my strong commitment to both of these functions. When I was at Finance back in the early 1990s, I was in charge of this important function. Consolidating parking and taxpayer help lines, and aligning these services with the agency's major communication channels (the website, forms, publications and outreach) has already yielded more efficient, effective and frequent communications with our customers.

I would be remiss if I did not mention the acclaimed success of ACRIS, Finance's Automated City Register Information System. This incredible online document management system, implemented under the stewardship of Assistant Commissioner Herb Stratton, was awarded the 2003



Business Tax Amnesty Program a Success for City & Taxpayers

Agencywide Effort Exceeds Program Goals



From October 20, 2003 until January 23, 2004, the Department offered an amnesty incentive to business taxpayers who underpaid or never filed tax returns. By eliminating penalties, the prospect of criminal prosecution and reducing accrued interest, the City's Business Tax Amnesty Program encouraged thousands of taxpayers to come forward and straighten out their accounts with the City. At the same time, it allowed Finance to clear its books of old and bad debt, collect over \$80 million in back taxes (with

money still coming in), and bring numerous taxpayers back into the "system" for the future. This "win-win" program was an agencywide team effort led by Ellen Hoffman, with the collection and payment operations successfully implemented by Payment Operations Assistant Commissioner Leslie Zimmerman and Collections & Data Management Assistant Commissioner Michael Phillips. Tax Policy's Assistant Commissioner Michael Hyman and his team provided great help along the way and with post amnesty analysis. I told the City Council, the efforts and results were awesome!

Commissioner's Corner

Continued from page 1

Citizen's Budget Commission Prize for Public Service Innovation and the City's Excellence in Technology Award for Best Application Servicing the Public. ACRIS has also just been named a finalist in the Stockholm Challenge, a prestigious international technology competition. This is appropriate because, since its launch in January 2003, people have visited ACRIS from more than 30 countries around the globe! Not one to rest on their laurels, the Office of Technology Solutions will launch an exciting e-Tax Form enhancement to ACRIS this Spring. Of course, ACRIS would be meaningless without the hard work, commitment and dedication from the City Register staff who have had to help us iron out the kinks as we launched the new technology. As I often say, new technology creates opportunity if we seize it, and the City Register staff certainly have!

We've done so many great things throughout the agency. Under Assistant Commissioner Leslie Zimmerman's guidance, last June Payment Operations launched an online Electronic Funds Transfer payment option for real estate taxes under NYCeFile. NYCeFile allows people to pay their taxes online at no charge. This isn't just convenient for taxpayers – it puts the money in the treasury faster, eliminates paperwork and will greatly reduce processing errors. That, in turn, will reduce the number of complaints we get and refunds we have to process. It's working so well, in fact, that Finance will introduce legislation to require the City's bigger taxpayers to pay by EFT. Kudos to Leslie and her team for making this happen.

Speaking of the treasury, Associate Commissioner Robert Lee and Pension Unit Director Diane Bratcher worked with City Comptroller William Thompson's staff to launch a very exciting program late last year called the Banking Development District Program, or BDD. Under the program, the City will deposit up to \$10 million in City funds to encourage banks to open branches in neighborhoods that have few or no banks. This is a great investment, because it will spur mortgage and business loans and bring basic services such as checking and savings accounts within reach of New Yorkers who really need them.

I could cite so many other success stories from every division in this great agency, but we'll save some for future issues of the newsletter.

As you can hopefully tell, after two years, I remain as passionate about this agency as I was the day I first arrived. And I know that we could not accomplish all that we have without the hard work, perseverance, and support of each of you. So thank you.

Pleased as I am with how much we've done, those of you who know me also know that I'm always looking ahead. I'll describe some of these plans in future issues. In the meantime, I'd really like to hear your ideas. You all know my email address. Don't hesitate to use it.

As contemporary artist Alex Noble says, "Success is not a place at which one arrives but rather the spirit with which one undertakes and continues the journey." Thanks again for accompanying me on my Finance journey so far. I look forward to traveling with you the rest of the way, for two more years at least!

Sincerely,

Martha E. Stark

Finance Issues New Notice of Value

Property, ISS and OTS Enhance old "Flack Notice"

Every January, concurrent with Finance's release of the FY2005 Tentative Assessment Roll, the agency mails an assessment notice to all New York City property owners for the coming fiscal year. Renamed this year, the Annual Real Estate Notice of Value was sent to property owners to advise how much their property is worth – the estimated market value – which is the starting point for calculating the property's annual real estate tax for the new fiscal year starting July 1.

For fiscal year 2005, Finance Property, ISS and OTS Divisions collaborated on two significant enhancements to the Notice of Value (NOV). First, approximately 66,000 income-producing properties received NOVs that detailed exactly how Finance valued their property. For the first time, these so-called "Flack Notices" (originally named for the Assemblyman who sponsored the legislation requiring they be sent) showed owners what specific factors the Property Division used to estimate their

Continued on next page

Finance Issues New Notice of Value

Continued from previous page

property value. New NOV's detail the estimated income and expenses, as well as the capitalization rates and gross income multipliers that were applied. Next January, Finance will send similarly detailed NOV's to all NYC property owners.

In this spirit of transparency, Finance also posted NOV's online along with market value histories. These statements can now be viewed with the assessment roll on the Finance website through NYCProperty. And, for the first time, Finance conducted joint outreach sessions with the Tax Commission in every borough to answer the public's questions about how we value property.

Newly appointed Assistant Commissioner Dara Ottley-Brown will no doubt build on this progress as we continue to implement additional administrative, legal and technological reforms aimed at improving the property assessment process.

REVENUE NEWS
nyc.gov/finance

City, State & IRS Team Up to Target Tax Avoidance Schemes

Finance's Enforcement Auditors Partner to Combat Tax Fraud



Major accounting firms, tax practitioners, and other businesses or individuals that promote illegal tax avoidance schemes – as well as those who use them to evade taxes – Beware! City and State taxing authorities across the country are joining forces with the IRS to crack down on these abusive tax avoidance transactions (ATAT) and to make sure everyone plays by the rules.

In December, Finance Commissioner Martha E. Stark; State Taxation & Finance Commissioner Andrew S. Eristoff; and IRS Area Director Ellen Murphy signed a Memorandum of Understanding on ATAT. This important agreement permits their agencies to share information on offshore accounts and coordinate case management on these and other tax-avoidance schemes that deprive New Yorkers of millions of tax dollars each year.

Building on this collaborative effort, in March, tax agencies in 34 states plus New York City also signed a joint agreement to share information on abusive tax shelters and illegal transactions. The multi-state coalition agreed to work together to fight a complex problem that “threatens the fiscal health” of all states and of New York City, according to Stephen Cordi, President of the Federation of Tax Administrators (an association of the tax agencies in all states, the District of Columbia and New York City).

The Office of Tax Enforcement's Assistant Commissioner Carlton Butler is coordinating with the State and IRS on ATAT training for city auditors in Albany. Multi-jurisdictional sharing of ATAT information and leveraging of City, State and Federal resources will no doubt increase audit and enforcement coverage, and present a unified compliance front to taxpayers.

Agencywide DOF Website Review

CCS & OTS Partner to Update Content & Improve Site Design

Millions of property owners, taxpayers, practitioners, and respondents visit the Finance website each year to obtain information and forms, make payments, or transact some other part of their business with us online. So far this year, we've had over a million visits to our site and are well on pace to exceed our record of 5.25 million visits last year. That fact makes Finance New York City's #1 visited website under the NYC.GOV umbrella for over 80 city agency web pages.



From March 1st through the summer, the Office of Technology Solutions will be working with the Communications & Customer Service Division and Webmaster Joseph Mizrahi to review and update the website. Each division will have an opportunity to provide feedback on the site, and to review the existing layout and navigability of Finance's 300+ “virtual pages,” (that's 700+ printed pages). Working with Divisional Website Liaisons, the review project's goals are to ensure that information is up-to-date, to enhance site design, streamline content, and improve navigability – all to make it user-friendlier.

New City Register Appointed

Commissioner Taps Business Center Specialist to Fill the Post



In December, fourteen-year City veteran, Annette Hill, was appointed Acting City Register, assuming management responsibility for Finance's Offices of the City Register with operations in Manhattan, Queens, the Bronx and Brooklyn.

Annette initially joined the City with the Department of Transportation after beginning her management career in retail fashion. Starting as a Customer Service Representative at the Parking Violation Bureau's Manhattan Help Center, Annette worked her way up to Supervisor, then Assistant Manager, and then Manager.

Along the way, Parking Violations became part of DOF, and the Help Center became a Business Center. Annette became the Director of the Manhattan Business Center and, at the same time, served as Director of the Red Light Unit. (For those who may not be familiar, this Finance unit processes and adjudicates Notices of Violation issued through DOT's Red Light Camera Program).

Most recently, for more than a year, Annette has served under the leadership of Payment Operations Senior Director Hector Carrington as Director of all Finance Business Centers, where she focused primarily on establishing uniform procedures across borough offices, improving customer service, and building employee morale.

REVENEWS congratulates Annette Hill on her promotion and wishes her success in the professional challenges ahead!

Finance to Pilot City's New Personnel System

New York City Automated Personnel System (NYCAPS)

NYCAPS is a one-stop, all-in-one human resource management system that is being designed by the NYC Department of Citywide Administrative Services (DCAS). NYCAPS' purpose is to reduce personnel-related paperwork and to provide one point of entry for all employee information. It will also provide Finance with a consolidated employee database from which to manage all its human resource functions.

Administration's Human Resources' staff, led by Director Michael Koslow, has been working with DCAS and their contractor, reviewing the system for functionality and, when necessary, modifying the system. Over the next several months, Finance HR will provide subject matter experts (SMEs) to assist in completion of the design phase. The system is scheduled to be ready to test in December 2004.

Quality of Work Life Programs Benefit Employees

QWL Provides Lunchtime Seminars and Events

Lunchtime seminars, Education Fairs, the Holiday Toy Drive, and the Annual Employee Recognition Ceremony are just some of the events for which the Department's Quality of Work Life (QWL) Committees are known. QWL committees have been used since the fiscal crises of the '70's providing a forum for labor and management to work together to facilitate improvements in employee productivity and morale, and to plan programs that benefit the entire agency. "QWL is a great opportunity for both labor and management to work side-by-side in planning events that impact the daily lives of all Finance employees," says Answorth Robinson, Finance's QWL Facilitator.

Co-chaired by Margarita Rudon (Labor) and Eva Gambino (Management), the Career and Personal Development Committee boasts numerous accomplishments including the upcoming "Food for Thought," a literary compilation of recipes, original poetry and short stories created by Finance staff, and lunchtime seminars topics such as retirement planning and stress management.

The Employee Recognition Committee, with Kevin Burke and Craig Woodall serving respectively as labor and management co-chairs, anticipates the upcoming Annual Employee Recognition Ceremony at DC37's Headquarters on May 12, 2004. Over 400 employees will be honored for career service, perfect attendance, educational/ professional achievements, and community service.

To find out more about QWL, email any of the Facilitator or Committee chairs listed above.

REVENEWS

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2003 Holiday Food Drive

Finance Employees Deliver!



Finance employees made a difference again this year with their generous donations to the agency's 2003 Holiday Food Drive. The Department contributed 112 cartons (that is 6,025 pounds or 3 tons!) of canned and nonperishable food to

City Harvest for distribution to food pantries, soup kitchens, and homeless shelters with cooking facilities. Donations in the Staten Island Office were distributed by the Administration for Children's Services.

Coordinators for the 2003 drive were: Eva Gambino, Shirley Harris, Joann Maya Portia Perkins, Lillie Foy, Leticia Martinez, Daphne Harris, Joan Best, Daphne Clifford, Elaine McNeil, Callie Harris,

Sharon Chew, Arlean George, Renee Frazier, Anita Mullin, Debbie Wright, Laura Schoolfield, Jackie Morrell, Maria McGhee, Karen Schlain, Sharon Danner, Joseph Fucito, Alethia Barnes, and Marian DeCandia. And, of course, thanks to all who donated food!

DONATIONS BY LOCATION		
345 Adams Street	45 Cartons	2,825 pounds of food
66 John Street	23 Cartons	1,450 pounds
25 Elm Place	14 Cartons	700 pounds
210 Joralemon St	11 Cartons	555 pounds
1400 Williamsbridge Rd, Bx	7 Cartons	200 pounds
1932 Arthur Avenue, Bx	5 Cartons	125 pounds
St. Marks Place, SI	5 Cartons	115 pounds
1 Centre Street	4 Cartons	100 pounds
31 Chambers Street	2 Cartons	50 pounds
253 Broadway	1 Carton	25 pound

Finance Gears Up to Fight Premature Births

March of Dimes WalkAmerica 2004 — Sunday, April 25th

Did you know that premature birth is the leading cause of newborn death and affects more than 476,000 babies in the U.S. every year? In fact, in an average week in New York City, 385 babies are born weighing less than 5 ½ pounds — and 75 of these babies are born weighing less than 3-1/3 pounds.

When you join your Finance coworkers in this year's WalkAmerica, you help save babies from premature birth and other life-threatening conditions. The money raised for WalkAmerica supports March of Dimes research to prevent premature births and address the health problems caused by it. Last year, the 60 walkers of Team Finance raised \$30,301 in WalkAmerica 2003 and were ranked 18 out of over 300 participating organizations.

Commissioner Martha E. Stark, who is the WalkAmerica Government Industry Chair (a long tradition for Finance Commissioners), hosted a breakfast for City agencies on March 5 to launch the campaign. The Commissioner encouraged



other agencies to field teams and increase the government's 2003 donation of \$350,000 by at least 10% in 2004. Commissioner Stark and the Finance March of Dimes Volunteer Committee will also host the Department's WalkAmerica 2004 Kickoff Breakfast on Friday, March 26 to honor Finance's top walkers. WalkAmerica 2004 takes place on Sunday, April 25 at 9:00 am, rain or shine. It is a 10k walk that begins and ends at Lincoln Center. For more information, please email Answorth Robinson or contact any of the Team Captains.

For more details about the information referred to throughout REVENUES, such as: The City's Business Tax Amnesty Program, The Task Force's Final Report on Assessment Reform, The FY 2005 Tentative Assessment Roll, First Deputy Commissioner Rochelle Patricof Functional Reorganization, and a list of the Divisional Website Liaisons, please logon to nyc.gov/finance.

DOF Celebrates Its Rich Diversity

Administration Launches First Diversity Day Exhibition

Finance's Quality of Work Life Career and Personal Development Committee sponsored this inspired exhibition. Clad in their fluorescent-colored "Celebrate Diversity" t-shirts, QWL committee members could be easily spotted on the floor among the steady influx of attendees who engaged in lively exchanges with presenters. The displays highlighted the People, History, and Culture of the Punjab Region of Pakistan, Asian Culture & Holidays, Jewish Male Garments – Laws and Customs, African American History & Culture, Powerful Women in Government & Politics, and EEO and Human Rights.

The presenters, representing several divisions, included Kalim Malik, Susie Yuen, Karlai Lee, Lackur Prasad, Mitchell Marcus, Daphne Harris, Reasa Semper, Lezette Clark, Annie Long, and Joyce Lippman.



Commemorating Black History

Planning Already Underway for February 2005

For the fourth year, Finance employees were welcomed to a series of activities in February to commemorate Black History Month. There were six seminars, with topics that included "African-Americans in the Military," "The History of Gospel Music," and "Caribbean-American



History", the latter of which was covered in the Daily News. At the end of the month, 50-60 employees joined together for a Heritage Celebration of food and information!

If you would like to join Cassandra Stevens, James McFarland, Callie Harris, Richard Donovan, Joyce Soso, Elaine McNeil, David Elam, Eugene Simmons, Frank Robinson, and Answorth Robinson on the Planning Committee – headed by Daphne Harris – they are already working on events for 2005! email Daphne to let her know that you are interested.

Woman's History Month Expo

Mark Your Calendars for Tuesday, March 30th



Plan to attend the Women's History Month Lunchtime Expo in the Finance Training Center (345 Adam Street, 7th Fl.) on March 30th. Better yet, join the agency wide planning committee, and contribute your ideas on how to commemorate remarkable women and their inspiring contributions at the Expo. email or call Reasa Semper at (212) 361-1868 if you would like to participate or join the committee. So far, Expo suggestions include inspirational reading material, women's health information, displays, presentations, a Finance Trivia/ Jeopardy game, a raffle, and door prizes.

DATES TO REMEMBER

- March 20, 2004
Spring Begins
- March 23-24, 2004
Daffodil Delivery Days
- March 30, 2004
Woman's History Month Expo
- April 4, 2004
Daylight Savings Time Begins
Palm Sunday
- April 5-6, 2004
Passover

- April 8-9, 2004
Holy Thursday & Good Friday
- April 11, 2004
Easter
- April 22, 2004
Take Our Children to Work Day
- April 25, 2004
MOD Walk America
- May 5, 2004
Cinco de Mayo

- May 9, 2004
Mother's Day
- May 12, 2004
Employee Recognition Awards
- May 15, 2004
Armed Forces Day
- May 21, 2004
Asian Heritage Expo
- May 26, 2004
Asian Heritage Celebration

- May 31, 2004
Memorial Day Observed
- June 20, 2004
Father's Day
- June 21, 2004
Summer Begins
- July 5th, 2004
Independence Day Observed
- July 24, 2004
Finance Family Day Picnic
(Tentative Date)

A Finance Farewell

Michael Phillips To Retire After 30 Years of City Service

Michael Phillips, the Assistant Commissioner of the Collections & Data Management Division, will retire from Finance on April 2nd after a long and distinguished career of public service with the City.

Michael joined City government after a 4-year stint in the Navy following his graduation from Brooklyn College. He has since devoted his entire career to serving the “parking” public and improving the procedures that govern the City’s processing of parking fines. At the Department of Transportation, where he worked for 20 years (while earning a Masters degree at night), Michael implemented parking help centers in each borough, established a parking violations help line, and administered a parking violation amnesty program.

Since joining Finance 10 years ago as the Assistant Commissioner of Parking Violations, Michael has many contributions to look back on with pride. He redesigned the City’s parking ticket to improve payment processing, established an interactive voice response (IVR) system to enhance the help line, and managed the development of both online and phone parking payment systems. Michael also played an integral role in the development and recent deployment of the NYPD’s pilot program for Handheld Ticket Issuance Devices. More recently, as Assistant Commissioner of the Collections & Data Management Division, he has overseen the merger of the agency’s tax, parking, and ECB collection functions.



Those who have worked with Michael over the years describe him as extremely “customer-service oriented.” One co-worker calls him “The Thinker” because “he always has a notepad full of ideas on how to better serve the Department.” Several long-time associates pointed out that Michael was one of the first to see the way that the agency website could be used to provide information to the public. They also described him as a dedicated manager who looks out for his staff.

One fact was echoed across the board: Those who have worked most closely with – and for – Michael Phillips will miss him very much. Commissioner Stark said, “Michael’s years of experience and the depth of knowledge in his field made him an invaluable asset to the agency. While we wish him a happy, healthy retirement, he is leaving very big shoes that will be impossible to fill.”

After so many years, Michael will no doubt miss Finance and his colleagues, yet he will certainly be very busy – spending more time with his wife, Joyce, and their son and daughter. You can be sure he’ll be skiing, running marathons (like the last NYC Marathon, where he ran alongside P. Diddy), playing golf, and, on rainy days, researching baseball statistics. And that’s just in the two weeks before Joyce makes him find another job! But seriously, congratulations on your retirement, Michael, and all our best!

Take Our Children to Work Day

Save the Date – Thursday, April 22nd




On Thursday, April 22nd Finance will once again participate in Take Our Children to Work Day. The theme for 2004 is Today’s Vision, Tomorrow’s Reality. This is a national event, sponsored by the Ms. Foundation and endorsed by Mayor

Bloomberg. Our own Commissioner Martha E. Stark will be joining parents from throughout the agency to take an active role in the day’s program activities held at various Finance work sites.



Interested employees are encouraged to bring their sons, daughters, nieces, nephews, and young friends – ages 9 to 15 – and/or to volunteer by joining the agencywide planning committee. Interactive workplace activities will be designed for both girls and boys and will focus on expanding future opportunities for all our children, in both their work and family lives. Girls and boys want and envision a bright future. Let’s make a commitment to encourage their aspirations by actively participating on this special day. For more information or to volunteer, email or call Reasa Semper at (212) 361-1868.

COMING IN THE NEXT ISSUE

-  **ACRIS E-Tax Forms**
-  **Banking Development District Program Comes to Queens**
-  **STAR of the Season Launch**
-  **Updates On the 2004 Lien Sale**

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Reminder — Our Emergency Employee Notification Webpage

Did you know that the Department of Finance has an Emergency Employee Notification web page on the Internet? In the event of a weather or other emergency, Finance will post important information or other instructions for employees on this page, so remember **nyc.gov/dofstaff**. In a true emergency, Finance would also use the traditional methods to communicate important information to those employees without Internet access.

2004/5 REVENUE Deadlines:

- Fall Issue 8/20/04
- Winter Issue 12/01/04
- Spring Issue 3/01/05
- Summer Issue 6/01/05

email comments & suggestions
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REVE NEWS

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REVENUE is a quarterly publication
of the NYC Department of Finance.

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