

**Town of Prescott Valley  
Transaction Privilege/Use Tax Revenues  
March 31, 2013**

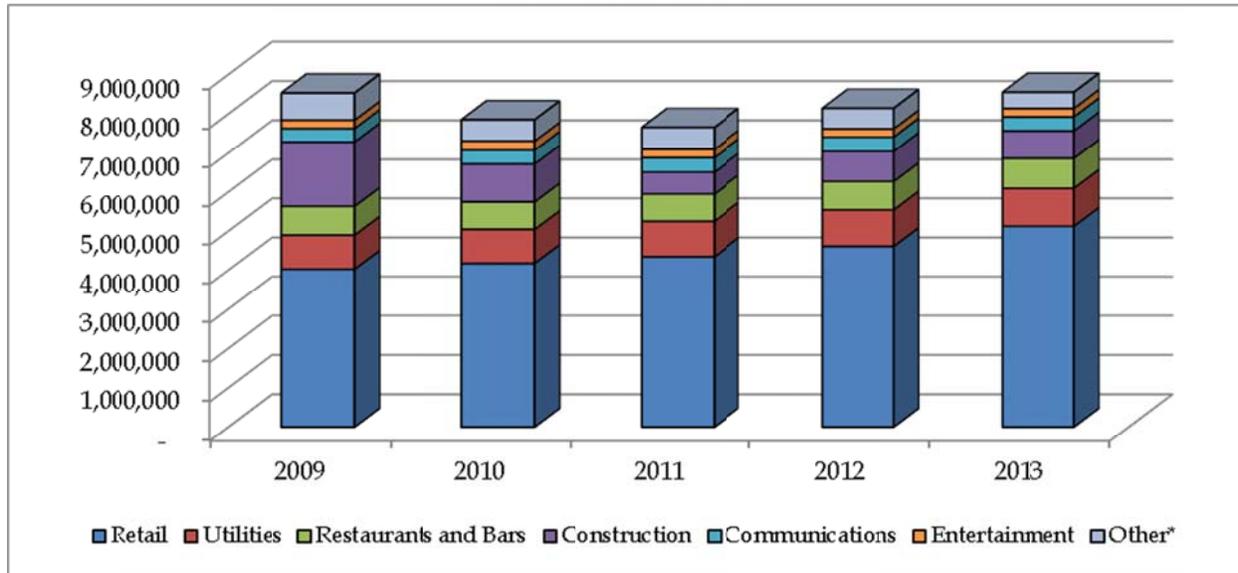
This report represents the transaction privilege/use tax revenues (sales tax) collected by the Town through the third quarter of fiscal year ending June 30, 2013. Total sales tax revenues are up by 5.01% compared to last fiscal year, 3.18% favorable to the current year budget and are up .23% compared to four years ago. Sales tax collections are showing a positive trend in many areas including retail, utilities, restaurants and bars and entertainment. New businesses in the area and improvements to the local economy have led to improved sales tax collections for the Town.

**Sales Tax Collections**

Category	2009	2010	2011	2012	2013
Retail					
Stores	\$ 1,653,746	\$ 1,951,993	\$ 2,020,914	\$ 2,164,087	\$ 2,350,336
Grocery	1,589,169	1,483,799	1,538,375	1,618,903	1,637,906
Automotive	659,814	626,817	683,121	708,591	809,724
Other	122,110	111,601	100,872	117,205	325,987
Total Retail	4,024,839	4,174,210	4,343,282	4,608,786	5,123,953
Utilities	873,967	869,089	908,244	935,238	972,168
Restaurants and Bars	736,076	703,880	697,650	725,234	765,767
Construction	1,649,190	971,267	557,917	774,009	704,366
Communications	342,853	357,052	371,396	368,325	357,874
Entertainment	213,571	231,226	215,276	207,211	215,439
Other*	690,345	543,624	560,995	523,050	410,508
Total	\$ 8,530,841	\$ 7,850,348	\$ 7,654,760	\$ 8,141,853	\$ 8,550,075

\*Commercial Lease, Job Printing, Lodging, Mining, Personal Property Rental, Publication, Transportation and Use Tax

**Sales Tax Collections**



\* Commercial Lease, Job Printing, Lodging, Mining, Personal Property Rental, Publication, Transportation and Use Tax

Retail - Stores encompass a variety of businesses including big box stores (i.e., Home Depot and Sam's Club), department stores (i.e., Kohl's), hardware (i.e., Ace Hardware), painting, furniture and service businesses that sell retail items. Retail stores tax collections are favorable to prior year by 8.61% or \$186,249 and 42.12% or \$696,590 compared to four years ago. New businesses and an improved economy have led the retail stores category to increase each year over the last five years.

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Retail - Grocery includes large food chains, small mom and pop stores and convenience stores. An increase of 1.17% or \$19,003 was seen over last year and an increase of 3.07% or \$48,737 compared to four years ago.

Retail - Automotive includes auto dealerships, automotive repair shops, tire stores and retail stores that sell automotive parts and accessories. An increase of 14.27% or \$101,133 was seen over last year and an increase of 22.72% or \$149,910 compared to four years ago.

Utilities category contains tax collected on the sale of electricity, natural gas, water and sewer service. Collections are up by 3.95% compared to last year and up by 11.24% compared to four years ago. These increases are a result, in part, of various utility rate increases.

Restaurants and Bars include fast food chains, restaurants and bars. This category is favorable to last fiscal year by 5.59% or \$40,533 and favorable to four years ago by 4.03% or \$29,691. This favorability is mainly due to a slowly improving economy as well as the opening of new businesses.

Construction tax revenues include residential and commercial projects. Construction tax revenues are unfavorable to last year by 9.00% or \$69,643 and are unfavorable to four years ago by 57.29% or \$944,824. These tax revenues remain low as the economy continues to struggle to recover from the recent recession. Permit activity in residential developments are increasing, a promising sign of recovery.

Communications include cell phone service providers, long distance providers, etc. This category is unfavorable to last year by 2.84% or \$10,451 and favorable to four years ago by 4.38% or \$15,021.

**Sales Tax within Designated Boundaries**

Designated Boundary	2009	2010	2011	2012	2013
Secondary Credit Support Area	\$ 945,502	\$ 840,751	\$ 687,517	\$ 734,548	\$ 767,244
Entertainment District/ Area	515,430	541,399	540,132	573,181	579,307
Crossroads	**	**	**	**	1,201,176
Other*	669,341	1,088,015	1,323,001	1,344,394	353,875
<b>Total</b>	<b>\$ 2,130,273</b>	<b>\$ 2,470,165</b>	<b>\$ 2,550,650</b>	<b>\$ 2,652,123</b>	<b>\$ 2,901,602</b>

\*Crossroads, Eastridge, Glassford Hill Marketplace, Multi-Purpose Event Center (MPEC) and Quailwood

\*\*Reported in other as the number of businesses within the designated boundary did not meet minimum reporting requirements

During the first three quarters of 2009, tax revenue from the businesses within designated boundaries represented 24.97% of overall tax revenues collected. In the first three quarters of 2013, tax revenues collected in designated boundaries represents 33.94% of overall tax revenues collected. This increase is primarily due to the increased number of retail businesses which have located within the designated boundary areas.

**Sales Tax within Designated Boundaries by Category**

Category	2009	2010	2011	2012	2013
Retail	\$ 1,411,618	\$ 1,638,212	\$ 1,707,182	\$ 1,773,622	\$ 1,958,090
Restaurants and Bars	345,412	327,471	316,125	343,865	368,210
Other*	373,243	504,482	527,343	534,636	575,302
<b>Total</b>	<b>\$ 2,130,273</b>	<b>\$ 2,470,165</b>	<b>\$ 2,550,650</b>	<b>\$ 2,652,123</b>	<b>\$ 2,901,602</b>

\* Commercial Lease, Communications, Construction, Entertainment, Job Printing, Lodging, Mining, Personal Property Rental, Publication, Transportation, Use Tax and Utilities

For the current fiscal year, retail within the designated boundaries represents 38.21% of total retail and restaurants and bars represents 48.08% of the total in that category.

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The following graph illustrates sales tax collections for the last three quarters as compared to the prior four fiscal years. Total sales tax collections for each fiscal year are represented by the line graph on the chart. For the current fiscal year, total sales tax collections are the amount budgeted for the fiscal year.

**Sales Tax Collections by Quarter**

