

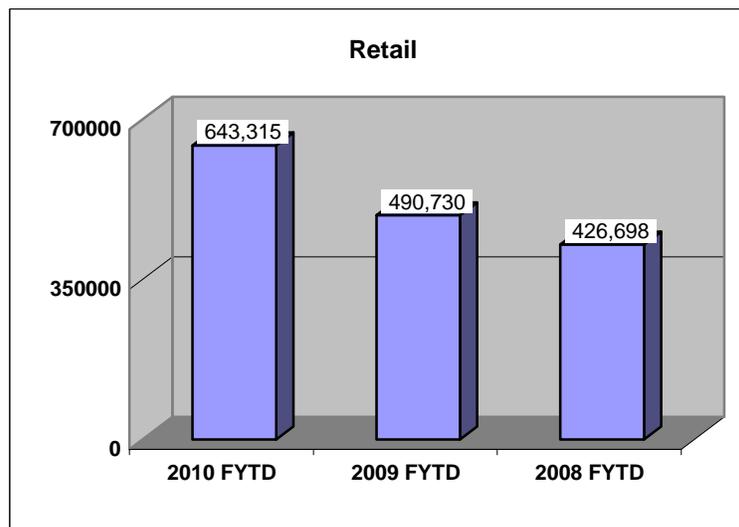
TOWN OF PRESCOTT VALLEY TRANSACTION PRIVILEGE/USE TAX REVENUES
For FY 2010, First Quarter ending September 30, 2009

This report represents the Transaction Privilege/Use tax revenues collected for Fiscal Year 2010 first quarter

FISCAL YTD	2010	2009	2008
Retail Stores	\$ 643,315	\$ 490,730	\$ 426,698
Grocery	474,636	540,096	502,660
Construction	471,286	753,485	1,081,951
Rest / Bar / Entertmnt	324,239	316,778	328,967
Utilities	286,729	297,328	289,726
Automotive	237,387	285,326	418,735
Other Retail & Use Tax	129,962	245,520	164,545
Communications	96,437	124,652	123,236
Transient Lodging	72,794	53,080	38,434
Publication/Job Print	39,371	49,856	56,089
Total	\$ 2,776,156	\$ 3,156,850	\$ 3,431,041

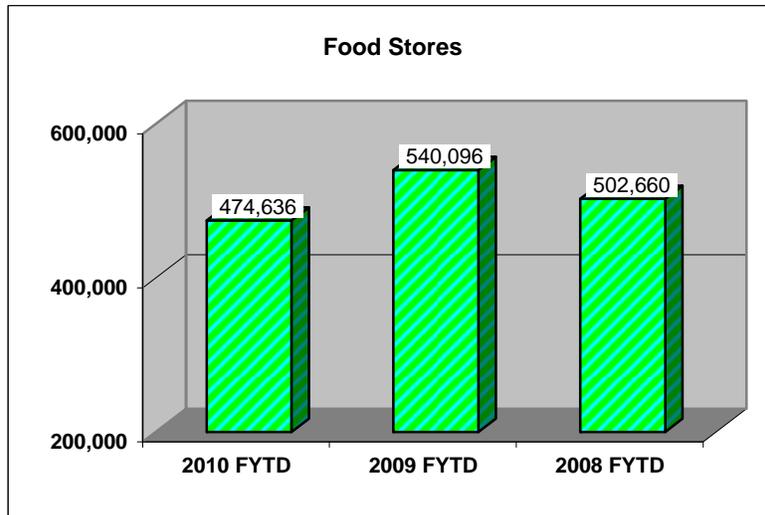
RETAIL STORES

Retail encompasses a wide variety of businesses including "big box" stores, department stores, hardware, paint, furniture, and any service business that also sells retail items such as beauty salons, day spas, pet groomers, etc. This includes the new Sam's Club including their grocery sales, tire sales and other retail sales. The increase in retail tax over last year is 31% and a 50% increase over two years ago.



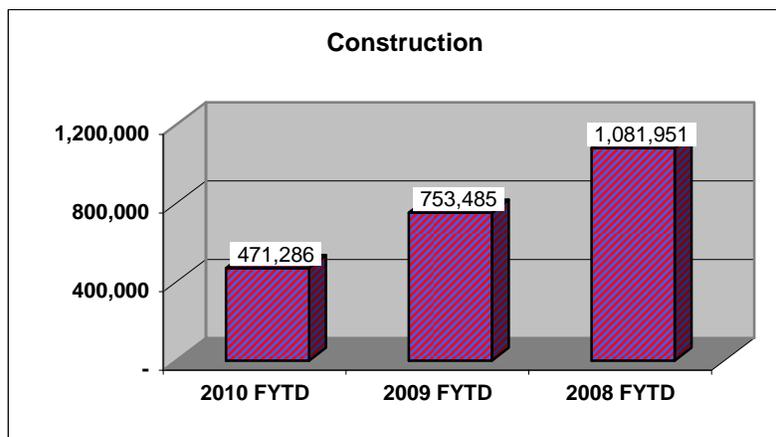
FOOD STORES

The food store industry saw a decrease of 12% over the prior FY 2009 and a drop of 6% over FY 2008. This category includes the large food chains as well as the small “mom and pop” stores and small convenience stores.



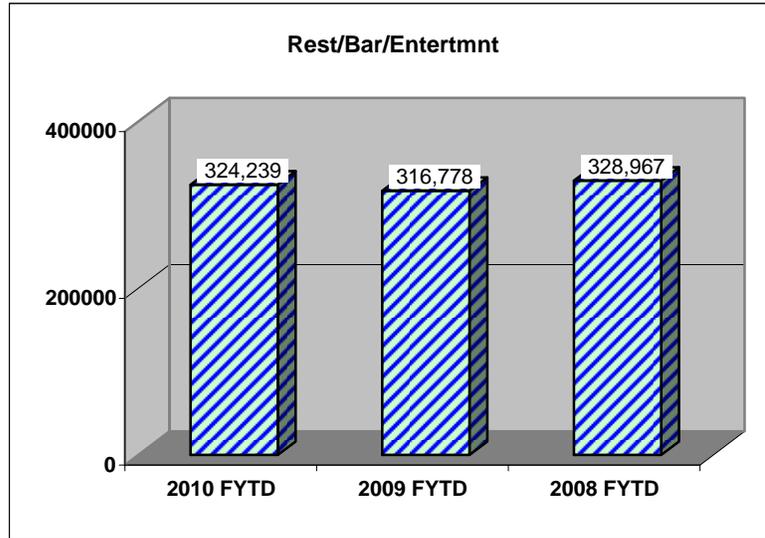
CONSTRUCTION

Construction has declined to now be our third largest contributor. First quarter revenue is down by 37% compared to FY 2009 and 56% from FY 2008. This category accounts for 17% of our total revenue. In comparison, it accounted for 24% of revenue in 2009 and 32% for 2008. Commercial construction continues to bring in a stream of revenue and we may see these figures go down as the projects near completion.



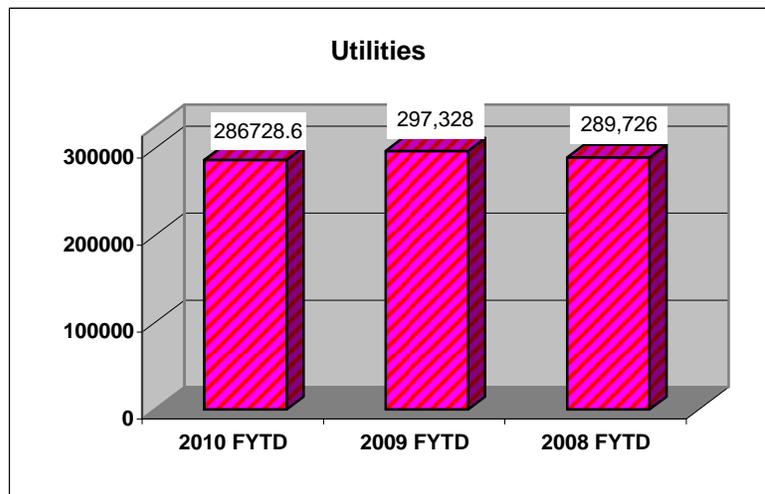
RESTAURANTS/BARS/ENTERTAINMENT

Revenues in our fourth largest category are up from FY 2009 by 2% and down 1% over FY 2008. We have seen a steady rise in this category in the past year and it will be one to watch in the changing economy.



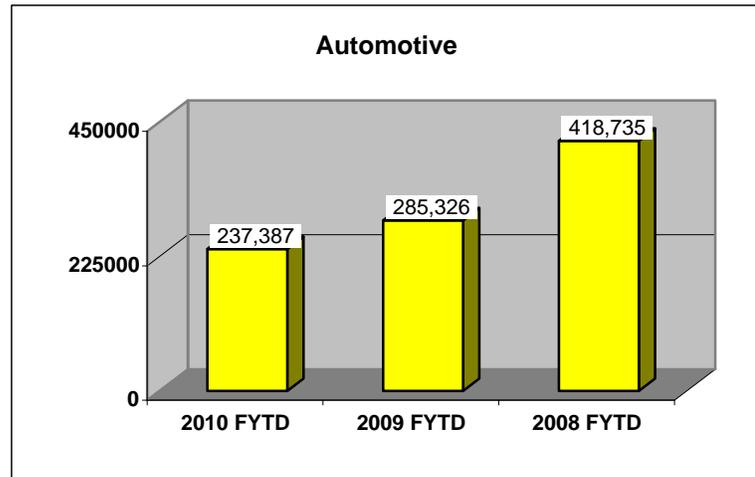
UTILITIES

The Utilities category contains tax collected on the sale of electricity, natural gas, water and sewer service. Collections are down 4% from last year and 1% from FY 2008.



AUTOMOTIVE

The automotive industry is taking a big hit in decreasing revenues as our economy continues to decline. Revenues are down 17% from FY 2009 and 43% below FY 2008. This had been one of the top four revenue resources in the past.



ALL OTHER CATEGORIES

The balance of TPT Revenues is reflected in the following chart. Compared to the top six categories, the dollar amounts may not seem significant but that may change as the demographics and economic trends of the Town change. TPT on RV park rents is included in the transient lodging category. Retail Other includes those categories we track but are generally not substantial revenue makers. Retail Other was unusually high for the first quarter of FY 2009 because of large Use Tax payments.

