

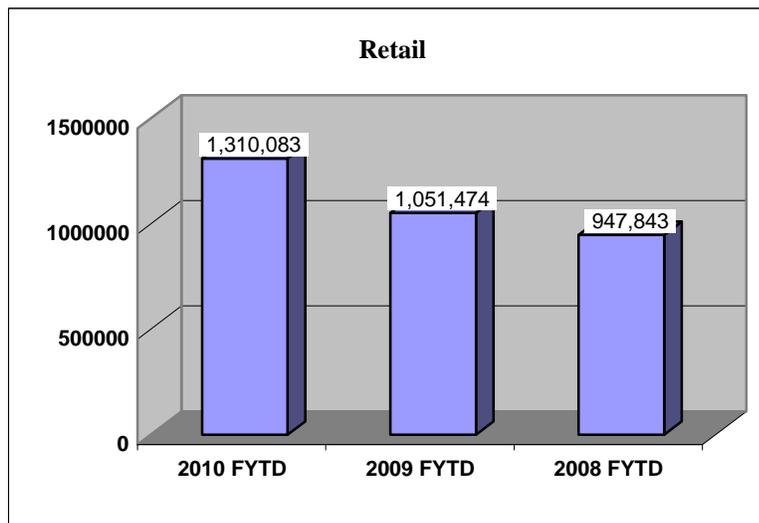
**TOWN OF PRESCOTT VALLEY TRANSACTION PRIVILEGE/USE TAX REVENUES**  
**For FY 2010, Second Quarter ending December 31, 2009**

This report represents the Transaction Privilege/Use tax revenues collected for Fiscal Year 2010 through the second quarter with comparisons to the prior two fiscal years. The table is sorted in declining order of tax collected. Total revenue for FY 2010 is down 10% from the prior year and down 18% from two years ago.

<b>FISCAL YTD</b>	<b>2010</b>	<b>2009</b>	<b>2008</b>
<b>Retail Stores</b>	\$ 1,310,083	\$ 1,051,474	\$ 947,843
<b>Grocery</b>	953,463	1,048,839	1,064,381
<b>Construction</b>	790,838	1,244,243	1,756,053
<b>Rest / Bar / Entertmnt</b>	622,955	650,322	677,379
<b>Utilities</b>	549,306	552,467	538,235
<b>Automotive</b>	439,858	496,462	741,445
<b>Other Retail &amp; Use Tax</b>	257,950	428,799	302,887
<b>Communications</b>	179,253	247,484	247,748
<b>Transient Lodging</b>	125,791	83,294	97,387
<b>Publication/Job Print</b>	60,633	78,809	91,331
<b>Total</b>	\$ 5,290,128	\$ 5,882,193	\$ 6,464,688

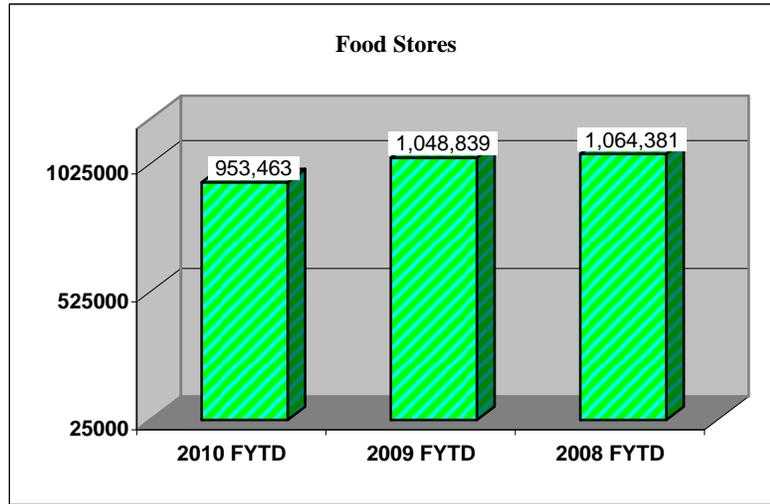
**RETAIL STORES**

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 25% and a 38% increase over two years ago.



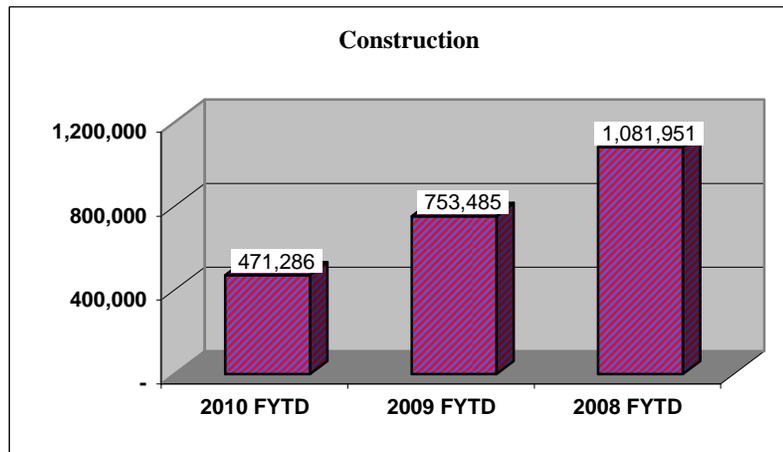
## FOOD STORES

The food store industry saw a decrease of 9% over the prior FY 2009 and a drop of 10% over FY 2008. This category includes the large food chains as well as the small “mom and pop” stores and small convenience stores.



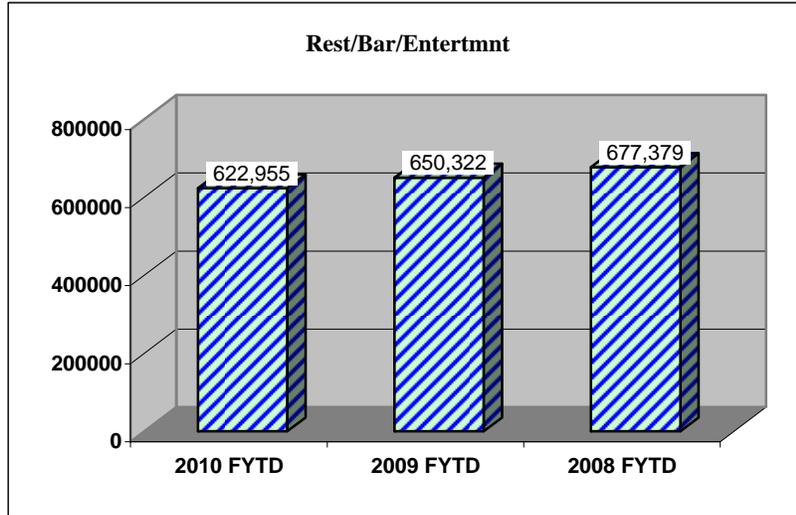
## CONSTRUCTION

Construction has declined to now be our third largest contributor. First quarter revenue is down by 36% compared to FY 2009 and 55% from FY 2008. This category accounts for 15% of our total TPT revenue. In comparison, it accounted for 21% of TPT revenue in 2009 and 27% 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.



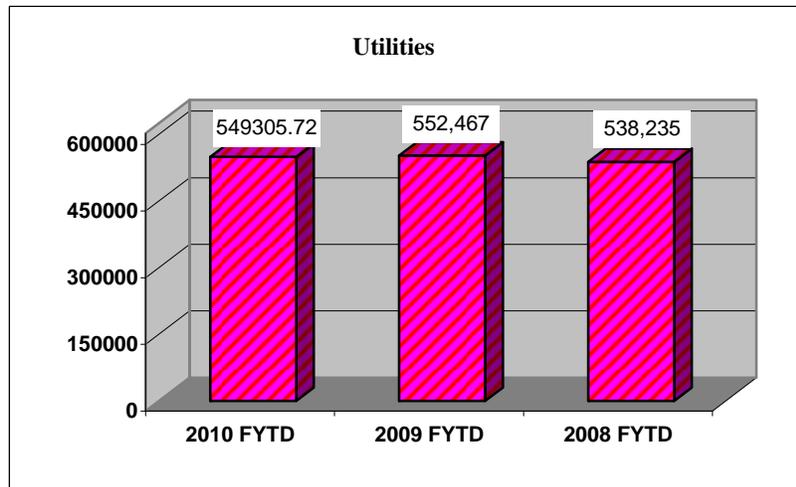
**RESTAURANTS/BARS/ENTERTAINMENT**

Revenues in our fourth largest category are down from FY 2009 by 4% and down 8% over FY 2008. We are beginning to see a decline in this category as our economy changes.



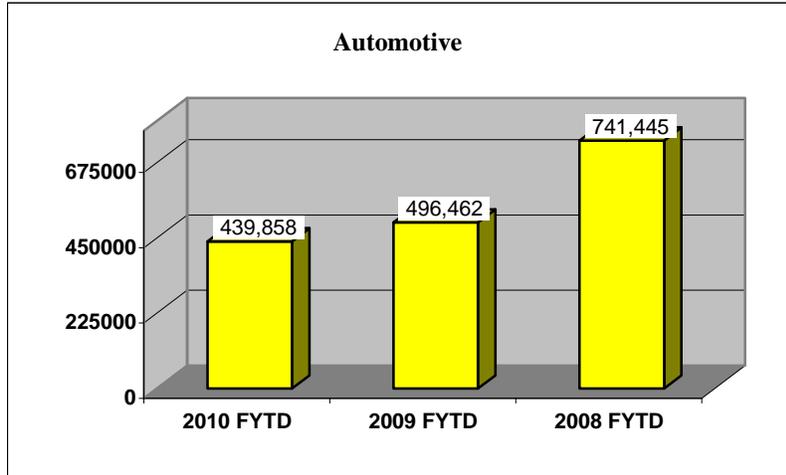
**UTILITIES**

The Utilities category contains tax collected on the sale of electricity, natural gas, water and sewer service. Collections are down 1% from last year and up 2% from FY 2008.



## **AUTOMOTIVE**

The automotive industry is taking a big hit in decreasing revenues as our economy continues to decline. Revenues are down 11% from FY 2009 and 41% 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.

