

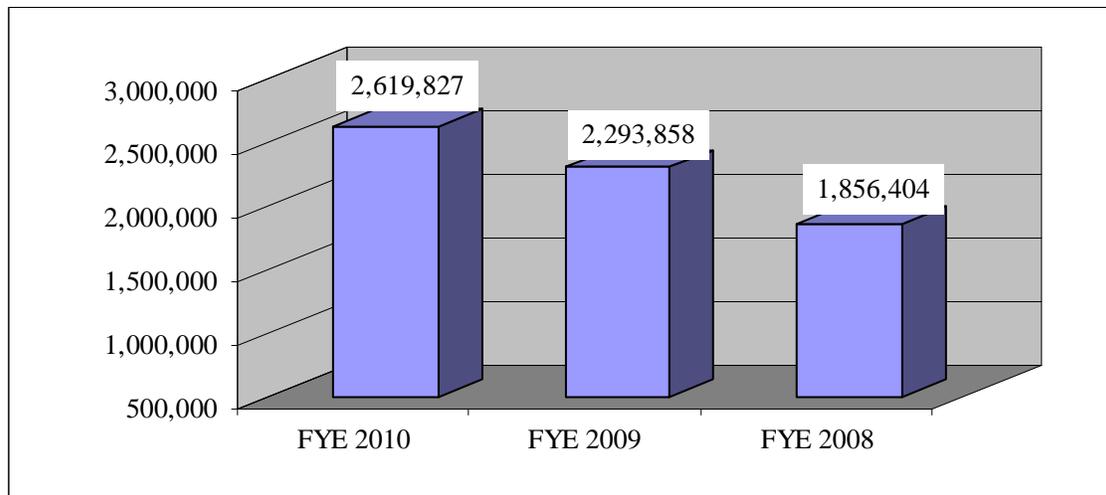
TOWN OF PRESCOTT VALLEY TRANSACTION PRIVILEGE/USE TAX REVENUES
For Fiscal Year Ending June 30, 2010

This report represents the transaction Privilege/Use Tax revenues collected for the Fiscal Year End 2010 with comparisons to the prior two fiscal years. The table is sorted in declining order of tax collected. Total revenue for FYE 2010 is down 6.5% from the prior year and down 15.8% from two years ago.

FISCAL YTD	FYE 2010	FYE 2009	FYE 2008
Retail Stores	\$ 2,619,827	\$ 2,293,858	\$ 1,856,404
Grocery	1,967,905	2,060,213	2,150,895
Rest / Bar / Entertainment	1,238,528	1,282,281	1,339,372
Construction	1,181,303	2,010,414	3,085,169
Utilities	1,141,694	1,138,826	1,131,521
Automotive	864,772	874,438	1,313,674
Communications	532,575	433,116	499,971
Other Retail & Use Tax	506,728	710,303	637,095
Transient Lodging	231,908	172,001	167,517
Publication/Job Print	114,316	136,982	169,424
Total	\$ 10,399,557	\$ 11,112,432	\$ 12,351,042

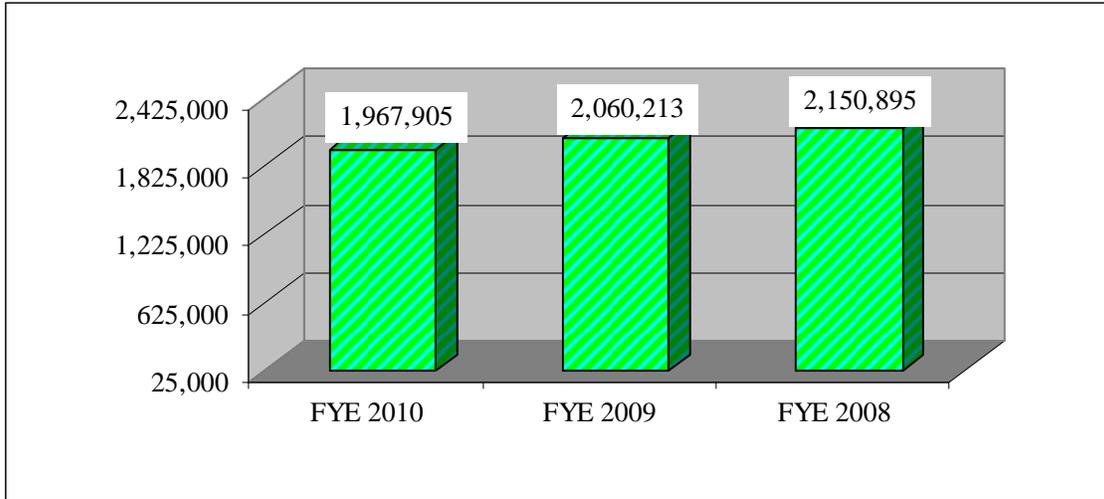
RETAIL STORES

Retail encompasses a wide variety of businesses including “big box” stores, department stores, hardware, painting, furniture, and any service business that also sells retail items such as beauty salons, day spas, pet groomers, etc. The new Sam’s Club, including their grocery sales, tire sales and other retail sales, is found in this category. The increase in retail tax over the last year is 14% and a 41% increase over two years ago.



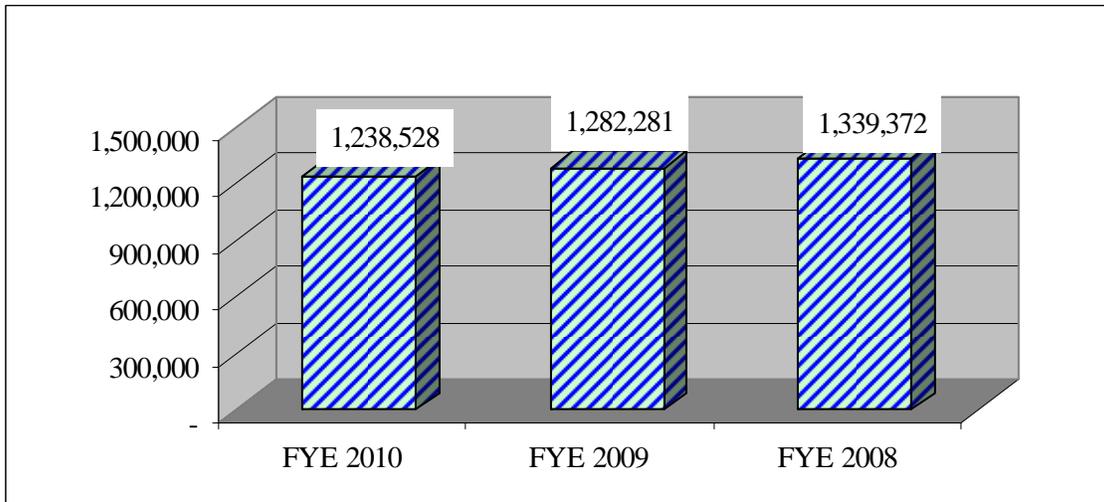
FOOD STORES

The food store industry saw a decrease of 4% over the prior FYE 2009 and a drop of 9% over FYE 2008. This category includes the large food chains as well as the small “mom and pop” stores and small convenience stores. The portion of Sam’s Club food sales is reported under the “Retail Sales” category, not under this category.



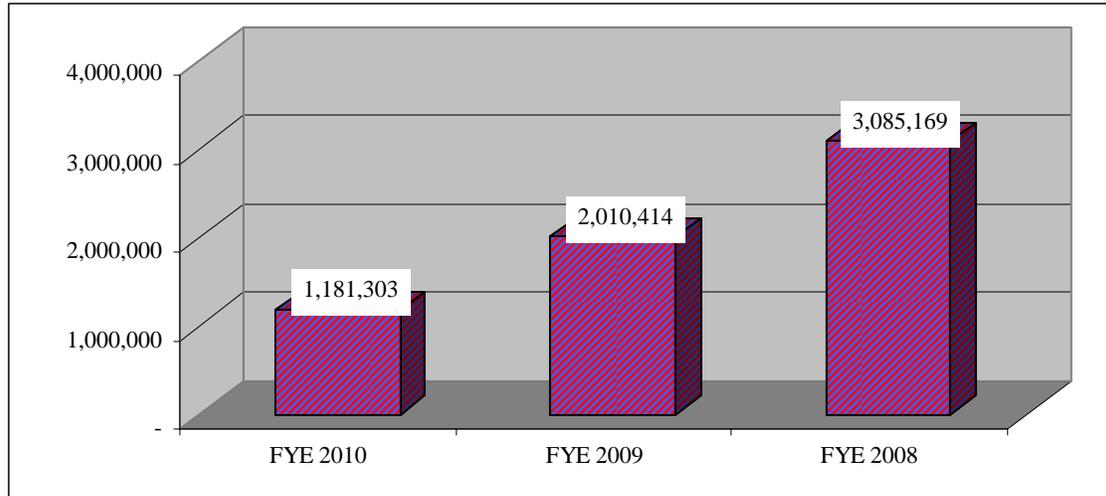
RESTAURANTS/BARS/ENTERTAINMENT

Revenues in our third largest category are down from FYE 2009 by 3% and down by 8% over FYE 2008. This area reflects the decreased spending of taxpayers on entertainment which, in turn, also leads to a decrease in restaurant revenue as well. In addition, some restaurants are not filing tax returns and remitting the tax but are continuing to conduct business.



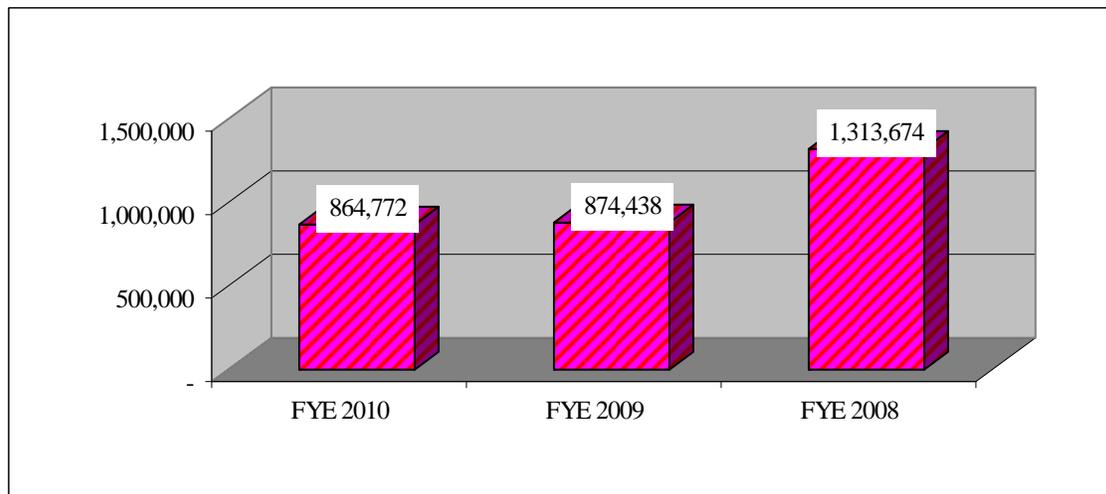
CONSTRUCTION

Construction is our fourth largest contributor. Revenue is down by 41% compared to FYE 2009 and 62% from FYE 2008. This category accounts for 11% of our total TPT revenue. In comparison, it accounted for 18% of TPT revenue in 2009 and 25% for 2008. Commercial construction continues to bring in a stream of revenue but we are seeing these figures go down as the projects near completion.



AUTOMOTIVE

The automotive industry is taking a big hit in decreasing revenues as our economy continues to decline. Revenues are down 1% from FYE 2009 and 34% below FYE 2008.



ALL OTHER CATEGORIES

The balance of TPT Revenues is reflected in the following chart. Compared to the top four 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 part rents is included in the transient lodging category. Retail Other includes those categories we track but are not substantial revenue generators. In addition, this last category includes those businesses which might only report once a year.

