

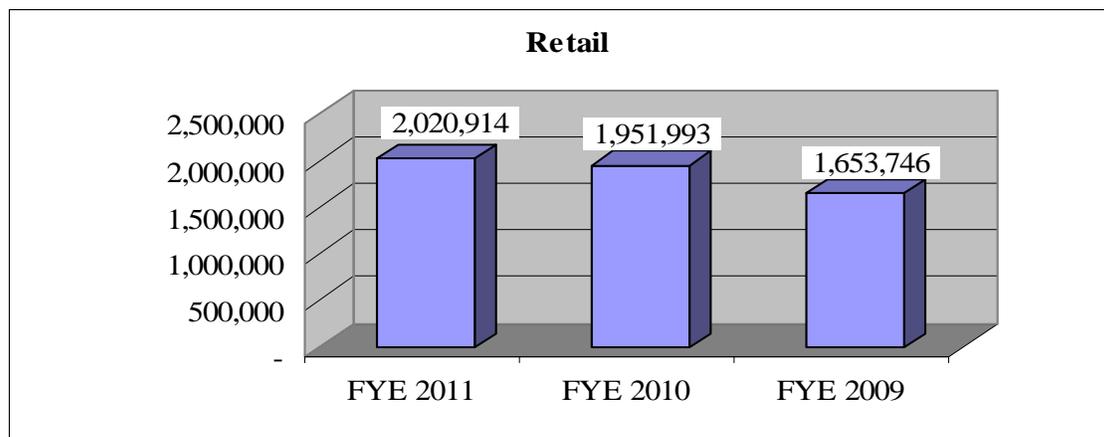
TOWN OF PRESCOTT VALLEY TRANSACTION PRIVILEGE/USE TAX REVENUES
For Third Quarter Ending March 31, 2011

This report represents the Transaction Privilege/Use Tax revenues collected by the end of the third quarter of the Fiscal Year Ending 2011 with comparisons to the prior two fiscal years. The table is sorted in declining order of tax collected. Total revenue for this quarter is down 2% from the prior year and down 10% from two years ago.

FISCAL YTD	2011	2010	2009
Retail Stores	2,020,914	1,951,993	1,653,746
Grocery	1,538,375	1,483,799	1,589,169
Rest / Bar / Entertainment	912,926	935,105	949,647
Utilities	908,244	869,089	873,967
Automotive	683,121	626,817	659,814
Construction	557,917	971,267	1,649,190
Other Retail & Use Tax	390,846	387,266	576,348
Communications	371,396	357,052	342,853
Transient Lodging	181,478	174,512	119,779
Publication/Job Print	89,542	93,448	116,327
Total	7,654,760	7,850,348	8,530,840

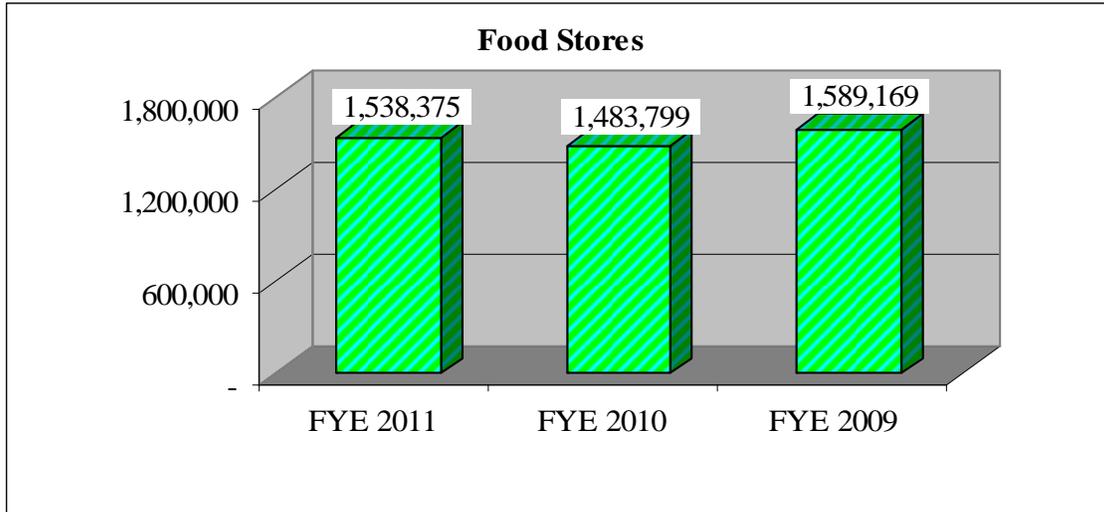
RETAIL STORES

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. 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 4% and is an increase of 22% over two years ago.



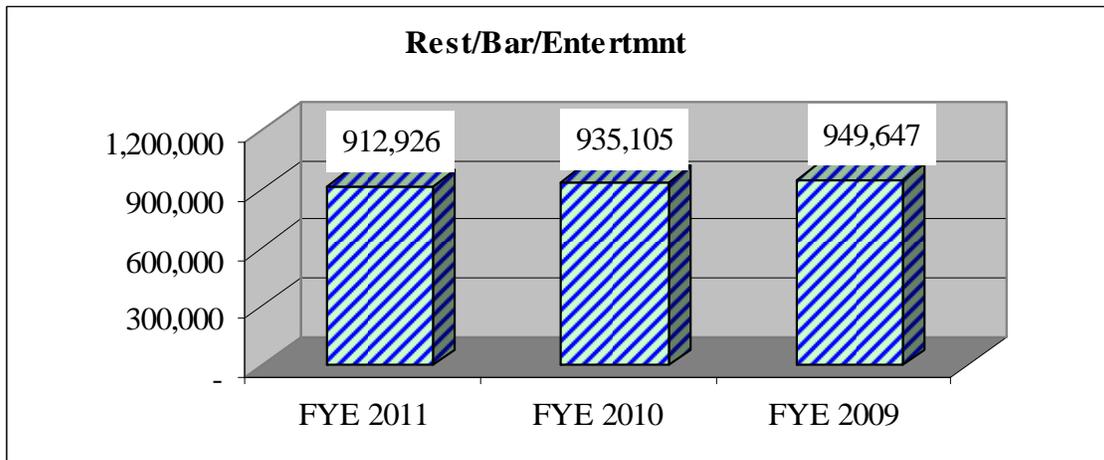
FOOD STORES

The food store industry saw an increase of 4% over the FYE 2010 and a drop of 3% over FYE 2009. 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.



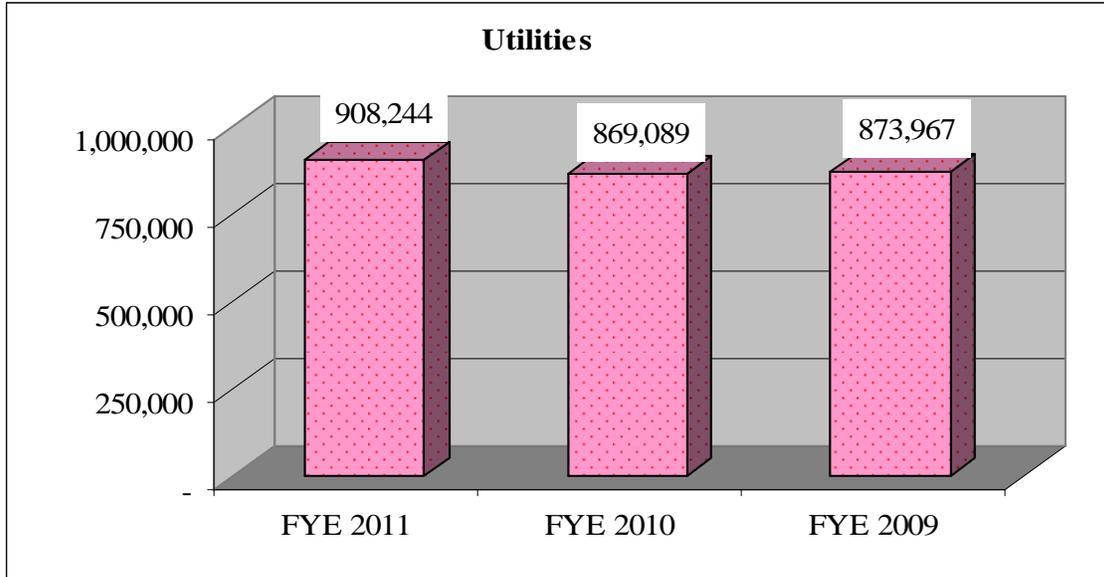
RESTAURANTS/BARS/ENTERTAINMENT

Revenues in our third largest category are down from FYE 2010 by 2% and down by 4% from FYE 2009 third quarter. 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.



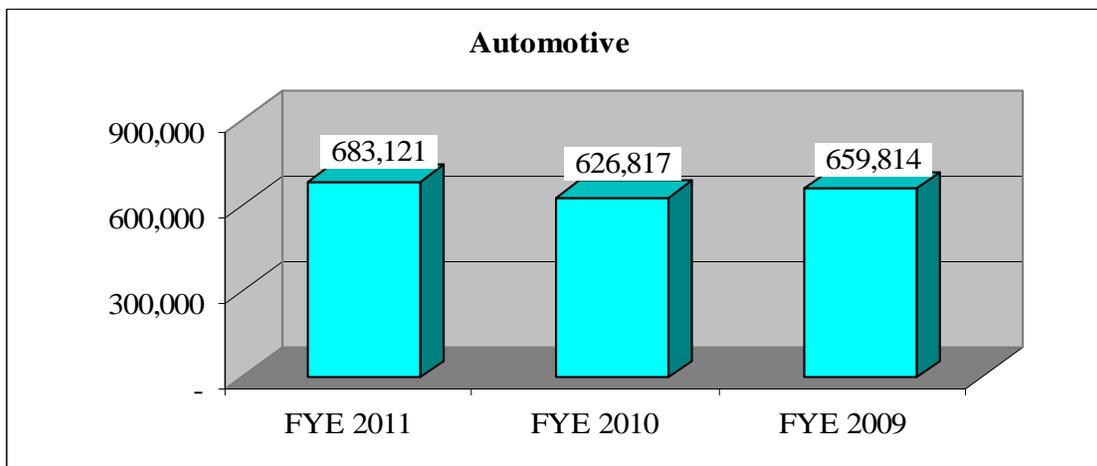
UTILITIES

The Utilities category contains tax collected on the sale of electricity, natural gas, water and sewer service. Collections are up 5% from last year at this time and up 4% from FYE 2009. These increases are a result, in part, of various utility rate increases.



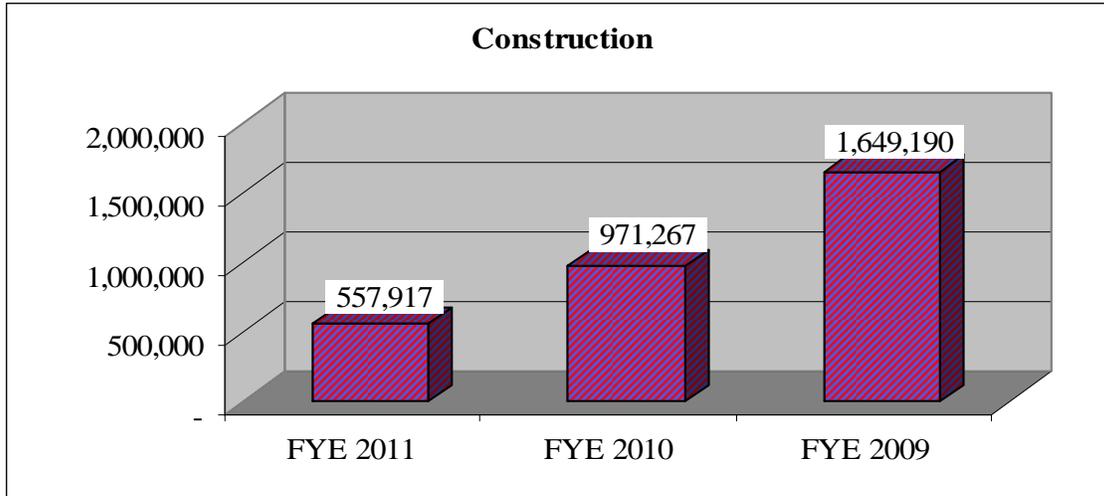
AUTOMOTIVE

The automotive industry tax revenue has been fairly steady the last three years. Revenues are up 9% from FY 2010 and 4% from FY 2009. This category includes auto dealerships, automotive repair shops, tire stores and retail stores that sell automotive parts and accessories.



CONSTRUCTION

Construction has fallen to our sixth largest contributor. Revenue is down by 43% compared to the FY 2010 and 66% from the FY 2009. This category accounts for 7% of our total TPT revenue. In comparison, it accounted for 12% of TPT revenue in 2010 and 19% for 2009 for the same three quarters.



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 not usually substantial revenue generators such as tax on the rental of personal property and use tax.

