

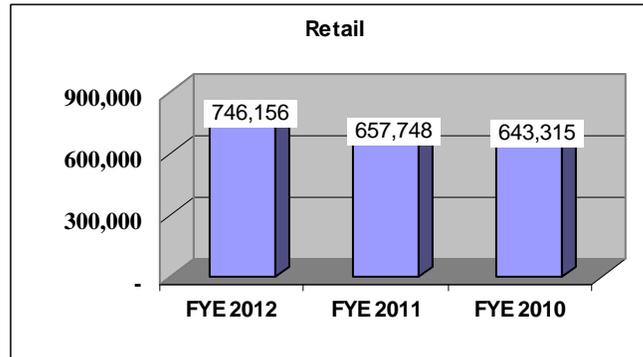
TOWN OF PRESCOTT VALLEY TRANSACTION PRIVILEGE/USE TAX REVENUES
 For the Quarter End September 30, 2011

This report represents the Transaction Privilege/Use Tax revenues collected by the end of the first quarter of Fiscal Year ending June 30, 2012 with comparisons to the prior two fiscal years. The table is sorted in declining order of tax collected. Total revenue for this quarter is up 4.63% from the prior year and down 1.59% from two years ago.

FISCAL YTD	2012	2011	2010
Retail Stores	\$746,156	\$657,748	\$643,315
Grocery	454,557	494,113	474,636
Rest / Bar / Entertainment	326,008	315,140	324,239
Utilities	319,061	303,402	286,729
Construction	277,580	248,760	471,286
Automotive	248,196	242,476	237,387
Communications	130,858	121,606	96,437
Other Retail & Use Tax	122,831	122,454	129,962
Transient Lodging	74,203	69,392	72,794
Publication/Job Print	32,577	36,066	39,371
Total	\$2,732,028	\$2,611,155	\$2,776,155

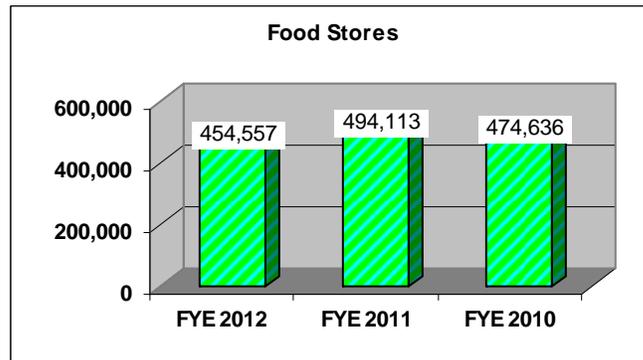
RETAIL STORES

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 13.44% and is an increase of 15.99% over two years ago for the first quarter.



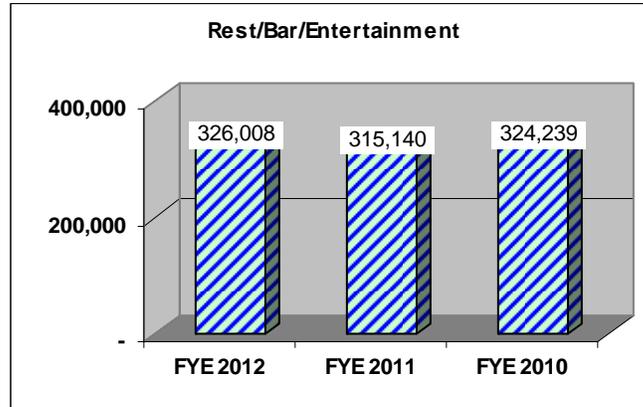
FOOD STORES

The food store industry saw a decrease of 8.01% over last year and a drop of 4.23% over two years ago. The current decrease will reverse itself next quarter because some returns that should have been filed in September are being reported in October. This category includes the large food chains, small “mom and pop” stores and convenience stores. The portion of Sam’s Club food sales is reported under the “Retail Sales” category, not under this category.



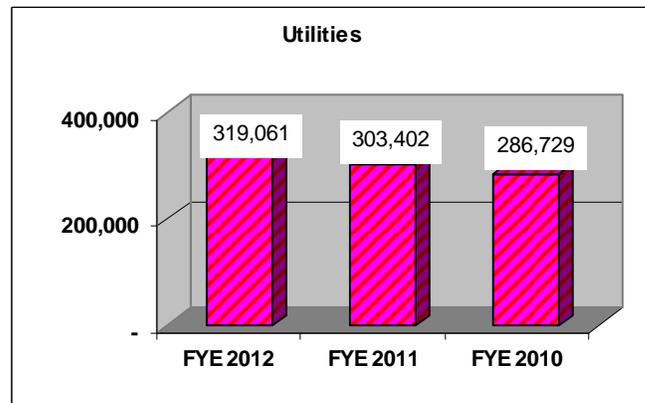
RESTAURANTS/BARS/ENTERTAINMENT

Revenues in our third largest category are up from the first quarter of FYE 2011 by 3.45% and up by slightly by .55% from FYE 2010 first quarter. This increase may be a result of a break in the sluggish economy and a stabilizing of disposable income. Continued growth is anticipated with the slowly recovering economy.



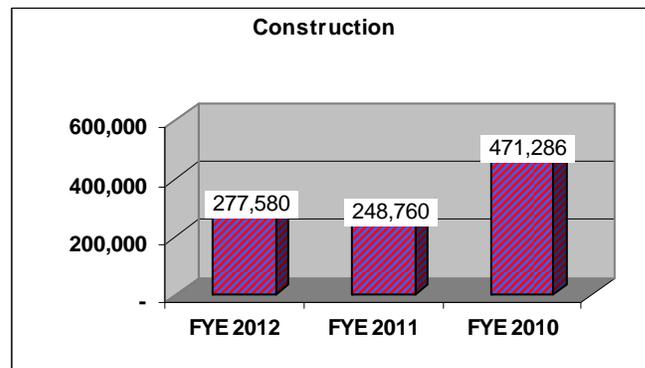
UTILITIES

The Utilities category contains tax collected on the sale of electricity, natural gas, water and sewer service. Collections are up 5.16% from last year at this time and up 11.28% from FYE 2010 first quarter. These increases are a result, in part, of various utility rate increases.



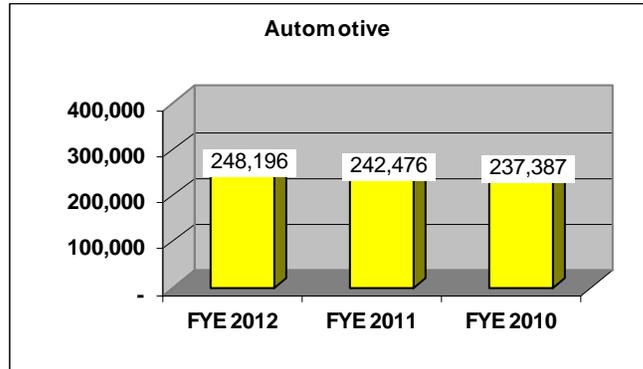
CONSTRUCTION

Construction is our sixth largest contributor. Revenue is up by 11.59% compared to the previous year and down 41.10% from FYE 2010 first quarter. This category accounts for 10.16% of our total TPT revenue. In comparison, it accounted for 9.53% of TPT revenue in 2011 and 16.98% for 2010. Several commercial construction projects are major contributors this quarter and may continue in to the next quarter.



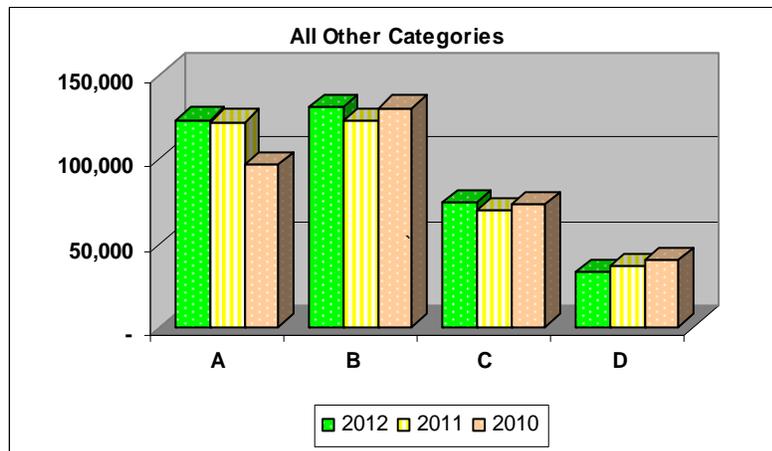
AUTOMOTIVE

The automotive industry tax revenue has been fairly steady the last three years. Revenues are up 2.36% from FYE 2011 first quarter and 4.55% from FYE 2010 first quarter. This category includes auto dealerships, automotive repair shops, tire stores and retail stores that sell automotive parts and accessories.



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/hotel/motel 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.



- A = Retail Other
- B = Communications
- C = Hotel/Motel/Transient Lodging
- D = Publication & Job Printing