

TOWN OF PRESCOTT VALLEY TRANSACTION PRIVILEGE/USE TAX REVENUES

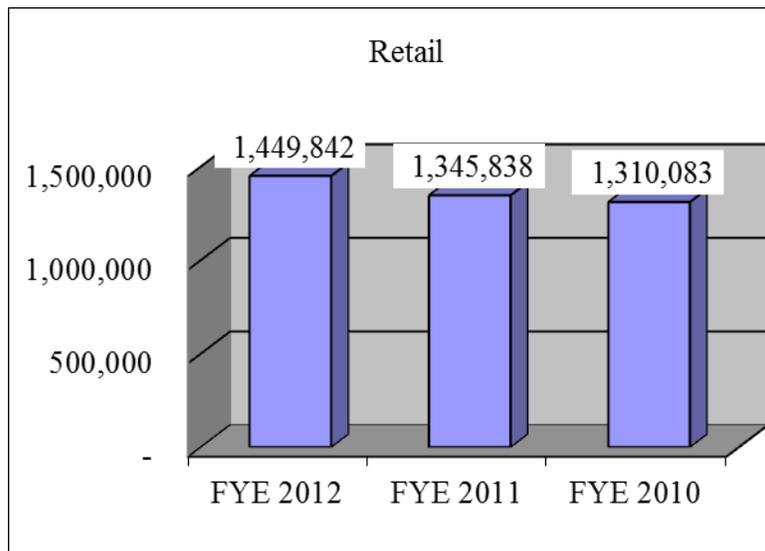
For Fiscal Year-to-Date December 31, 2011

This report represents the Transaction Privilege/Use Tax revenues collected by the end of the second 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 is up 6.60% from the prior year and up 2.70% from two years ago.

FISCAL YTD	2012	2011	2010
Retail Stores	\$1,449,842	\$1,345,838	\$1,310,083
Grocery	1,027,871	971,149	953,463
Rest / Bar / Entertmnt	614,857	608,858	622,955
Utilities	606,587	579,455	549,306
Construction	563,039	408,088	790,838
Automotive	481,382	484,147	439,858
Communications	252,278	245,533	179,253
Other Retail & Use Tax	247,258	266,971	257,950
Transient Lodging	134,957	128,990	125,791
Publication/Job Print	54,630	57,498	60,633
Total	\$5,432,701	\$5,096,526	\$5,290,127

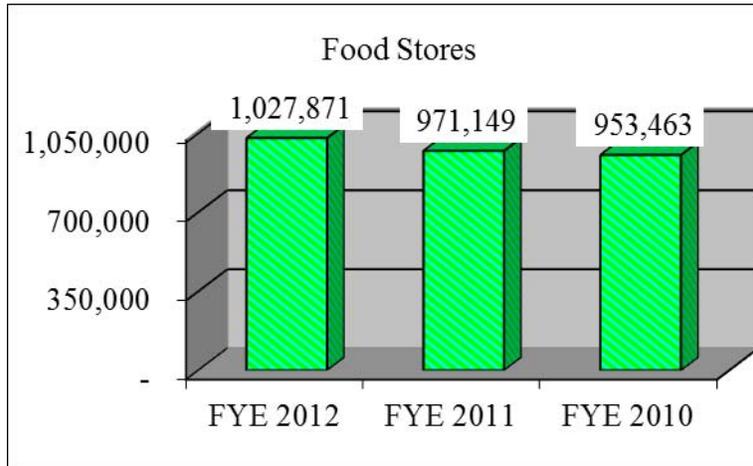
RETAIL STORES

Retail encompasses a 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 revenue over the last year is 7.73% and is an increase of 10.67% over two years ago at this time.



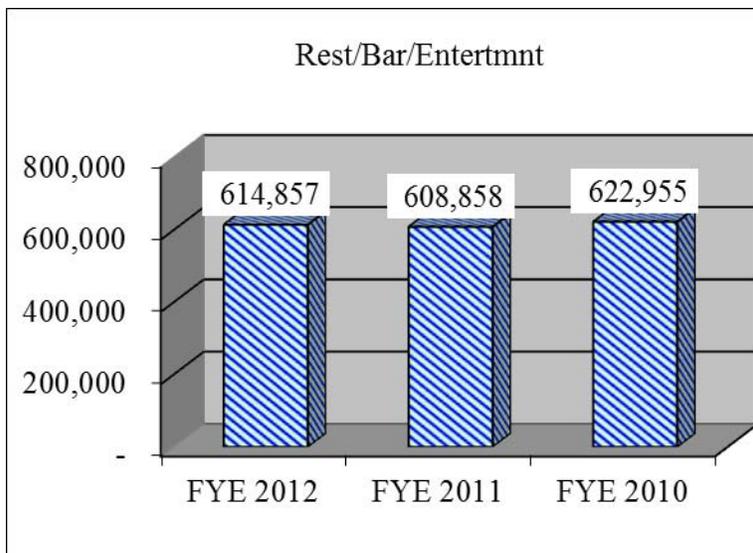
FOOD STORES

The food store industry saw an increase of 5.84% over last year and an increase of 7.80% over two years ago. 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.



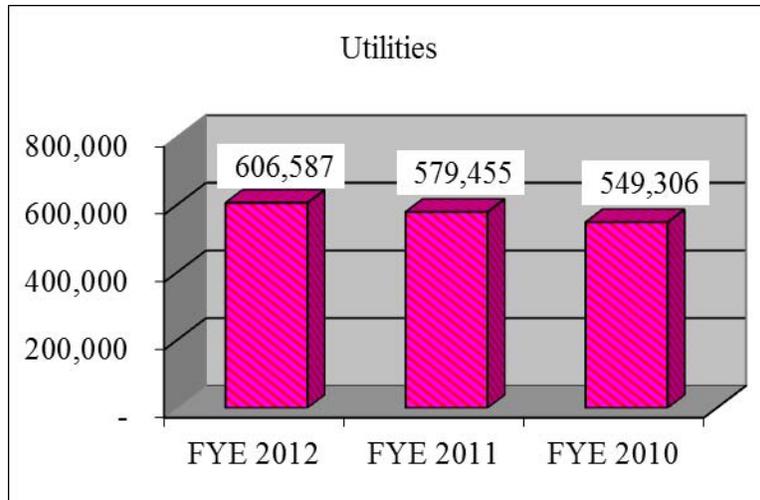
RESTAURANTS/BARS/ENTERTAINMENT

Revenues in our third largest category are up from the second quarter of FYE 2011 by .99% and down slightly by 1.30% from FYE 2010 second quarter. This stagnate growth may be the result of a sluggish economy in addition to some restaurants not filing and not paying currently. Continued growth is anticipated with the slowly recovering economy.



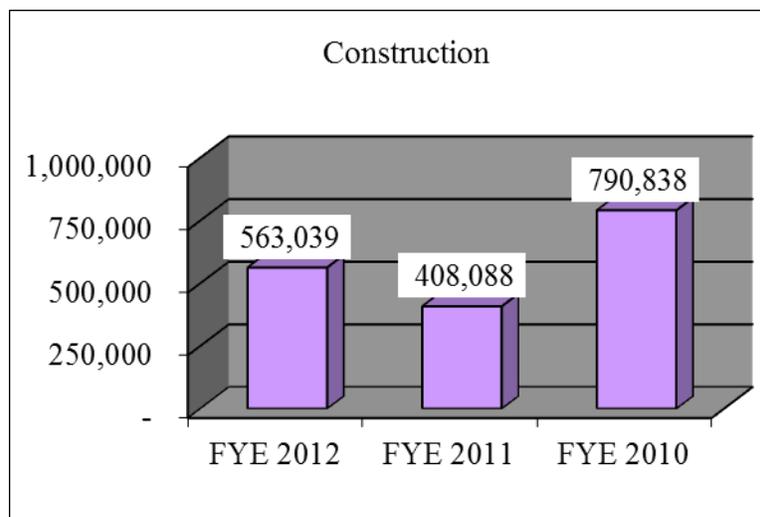
UTILITIES

The Utilities category contains tax collected on the sale of electricity, natural gas, water and sewer service. Collections are up 4.68% from last year at this time and up 10.43% from FYE 2010 second quarter. These increases are a result, in part, of various utility rate increases.



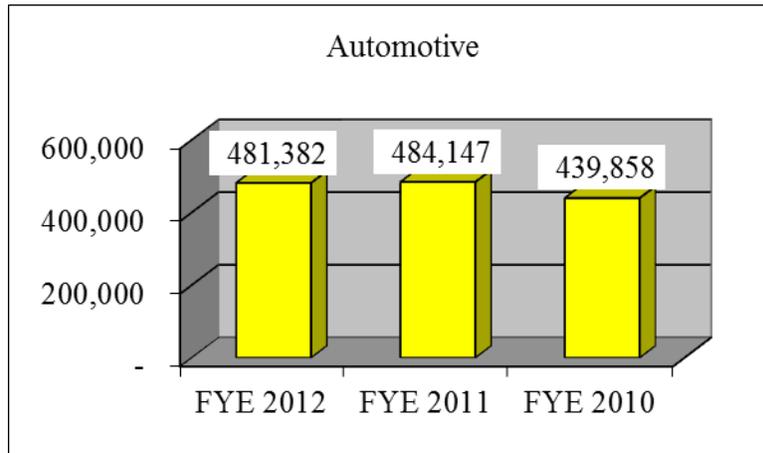
CONSTRUCTION

Construction is now our fifth largest contributor. Revenue is up by 37.97% compared to the previous year and down 28.80% from FYE 2010 second quarter. This category accounts for 10.36% of our total TPT revenue. In comparison, it accounted for 8.01% of TPT revenue in the first half of FYE 2011 and 14.95% for the first half of FYE 2010. Several commercial construction projects are major contributors in the first half of FYE 2012.



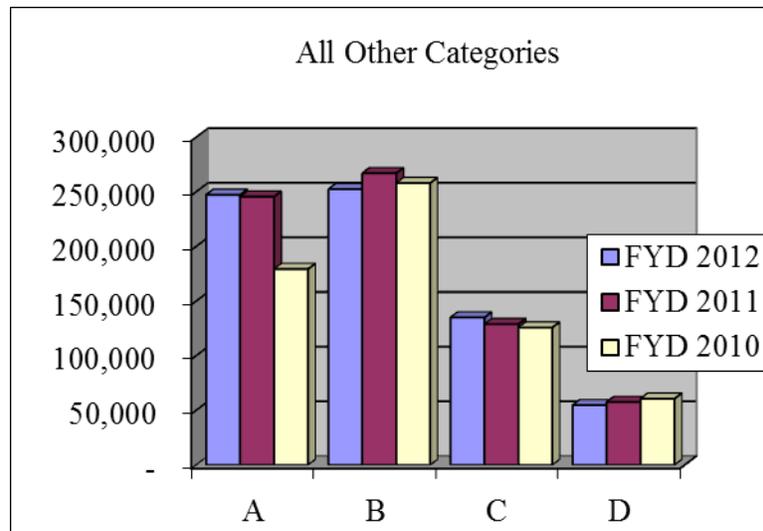
AUTOMOTIVE

The automotive industry tax revenue has been fairly steady the last three years but has fallen to our fifth place category currently. Revenues are down .57% from FYE 2011 and up 9.44% from FYE 2010. This category includes auto dealerships, automotive repair shops, tire stores and retail stores that sell automotive parts and accessories. Some auto-related businesses have closed while others are reporting reduced revenue.



ALL OTHER CATEGORIES

The balance of TPT Revenues is reflected in the chart below. Compared to the top six categories, the dollar amounts may not seem significant but that may change as the demographics and economic trends 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 personal property rental and use tax.



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