

TOWN OF PRESCOTT VALLEY TRANSACTION PRIVILEGE/USE TAX REVENUES

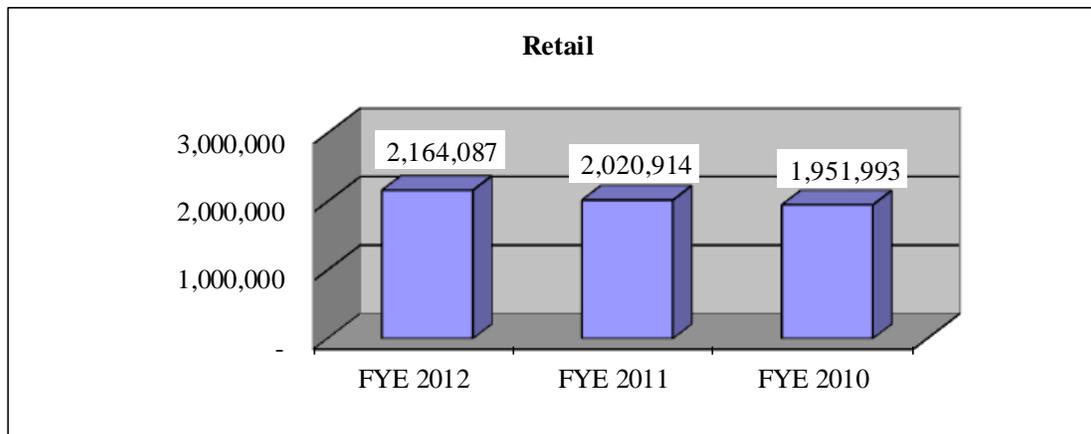
For Fiscal Year-to-Date March 31, 2012

This report represents the Transaction Privilege/Use Tax revenues collected by the end of the third 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 6.36% from the prior year and up 3.71% from two years ago.

FISCAL YTD	2012	2011	2010
Retail Stores	2,164,087	2,020,914	1,951,993
Grocery	1,618,903	1,538,375	1,483,799
Utilities	935,238	908,244	869,089
Restaurant/Bar/Entertainment	932,445	912,926	935,105
Construction	774,009	557,917	971,267
Automotive	708,591	683,121	626,817
Other Retail & Use Tax	379,216	390,846	387,266
Communications	368,325	371,396	357,052
Transient Lodging	188,520	181,478	174,512
Publication/Job Print	72,519	89,542	93,448
Total	8,141,853	7,654,760	7,850,348

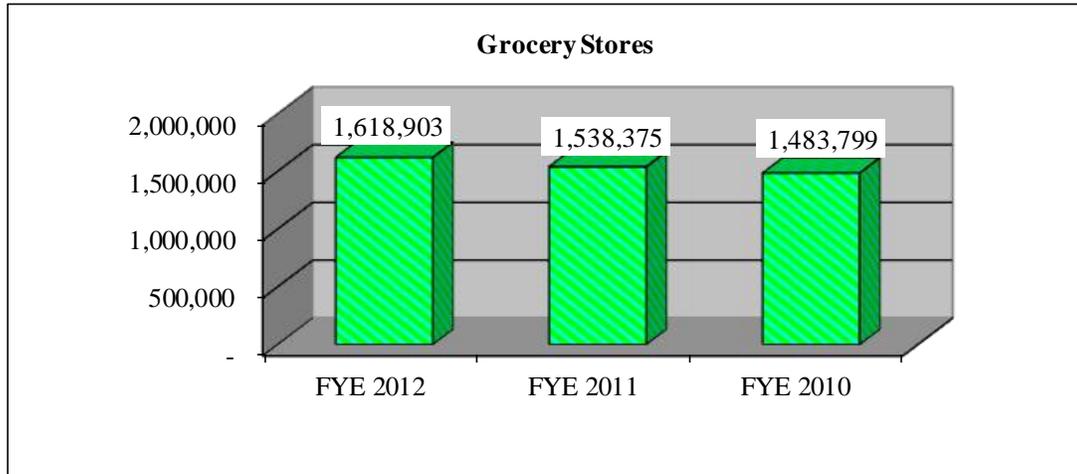
RETAIL STORES

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 7.08% and is an increase of 10.87% over two years ago at this time.



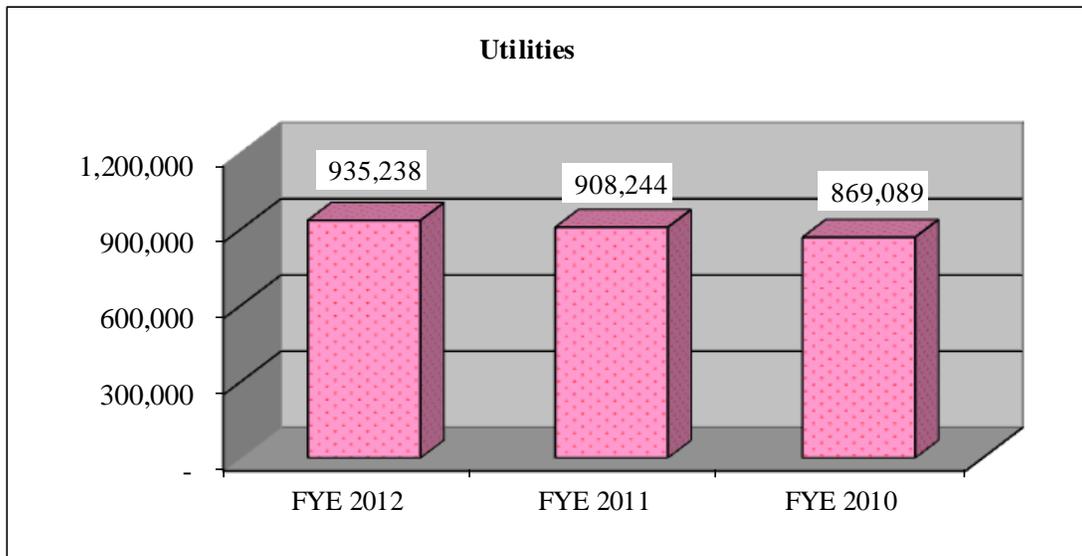
GROCERY STORES

The food store industry saw an increase of 5.23% over last year and an increase of 9.11% 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.



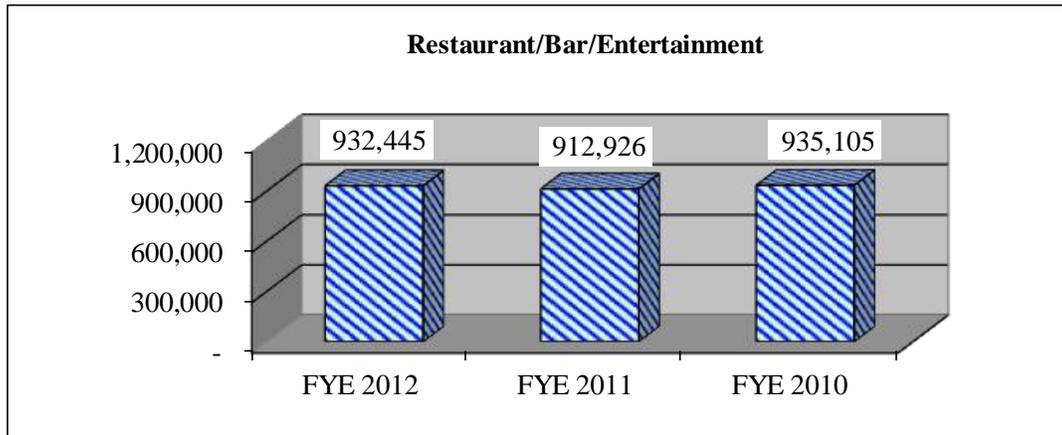
UTILITIES

The Utilities category contains tax collected on the sale of electricity, natural gas, water and sewer service. Collections are up 2.97% from last year at this time and up 7.61% from FYE 2010 third quarter. These increases are a result, in part, of various utility rate increases.



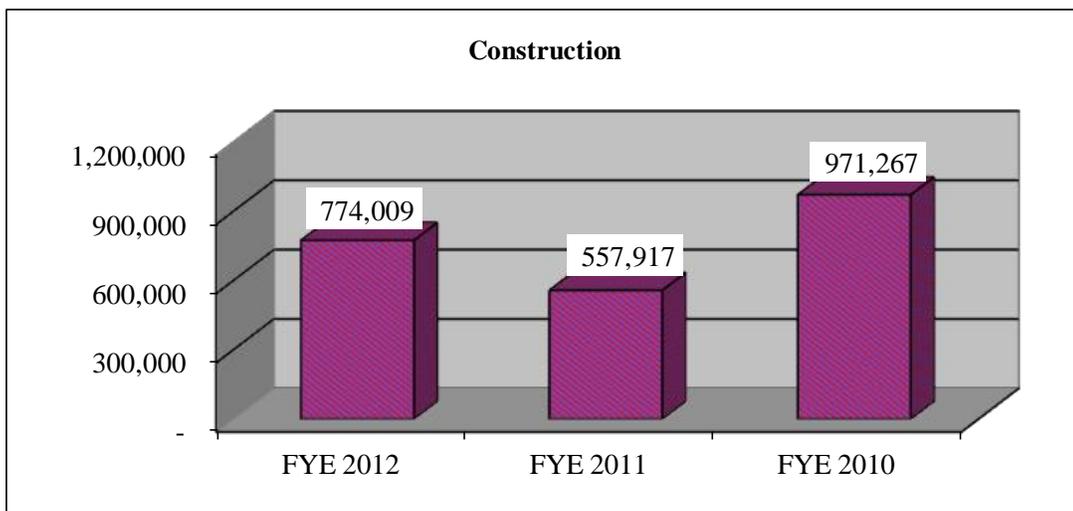
RESTAURANT/BAR/ENTERTAINMENT

Revenues in our fourth largest category are up from the third quarter of FYE 2011 by 2.14% and down slightly by .28% from FYE 2010 third 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.



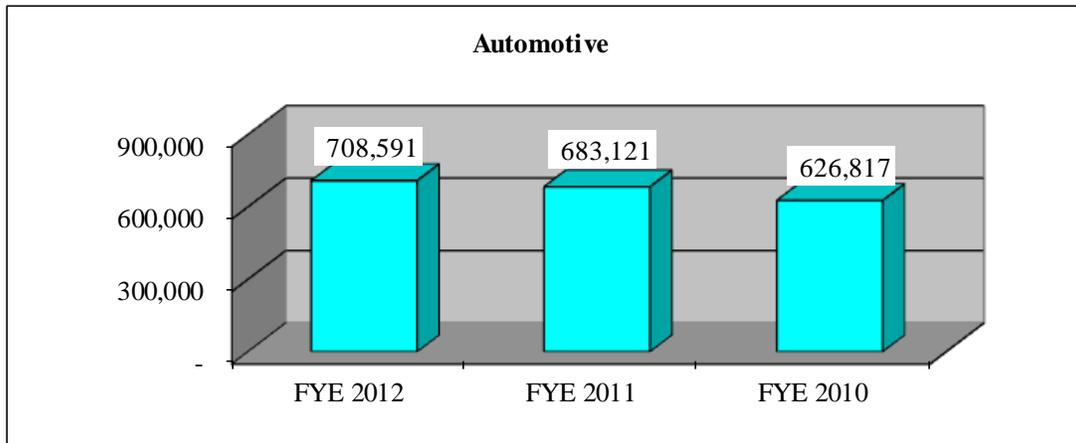
CONSTRUCTION

Construction is our fifth largest contributor. Revenue is up by 38.73% compared to the previous year and down 20.31% from FYE 2010 third quarter. This category accounts for 9.50% of our total TPT revenue. In comparison, it accounted for 7.28% of TPT revenue at the end of the first three quarters of FYE 2011 and 12.37% for the same time period in FYE 2010. Several commercial construction projects and some new home sales are major contributors this fiscal year.



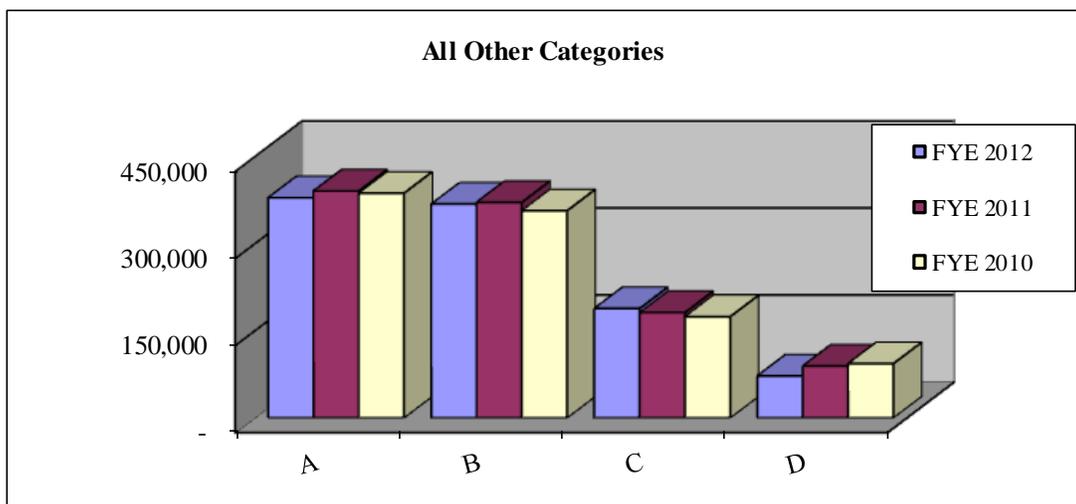
AUTOMOTIVE

The automotive industry tax revenue has been fairly steady the last three years and is in our sixth place category currently. Revenues are up 3.73% from FYE 2011 and up 13.05% from FYE 2010. 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 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 = Publications/Job Printing