

TOWN OF PRESCOTT VALLEY TRANSACTION PRIVILEGE/USE TAX REVENUES

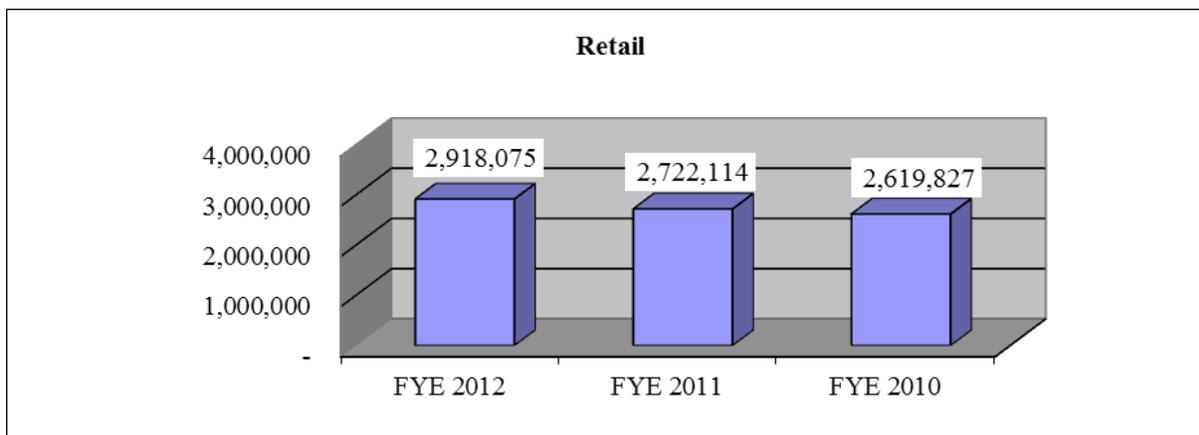
For Fiscal Year End June 30, 2012

This report represents the Transaction Privilege/Use Tax revenues collected by the end of the fourth 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 6.61% from the prior year and up 4.65% from two years ago.

FISCAL YE	2012	2011	2010
Retail Stores	\$2,918,075	\$2,722,114	\$2,619,827
Grocery	2,123,198	2,032,835	1,967,905
Restaurant / Bar / Entertainment	1,271,495	1,218,274	1,238,528
Utilities	1,204,347	1,176,812	1,141,694
Construction	1,018,011	732,736	1,181,303
Automotive	978,213	935,005	864,772
Other Retail & Use Tax	532,057	544,500	506,728
Communications	487,727	494,170	532,575
Transient Lodging/Hotel/Motel	258,963	243,337	231,908
Publication/Job Print	91,483	109,186	114,316
Total	\$10,883,569	\$10,208,968	\$10,399,556

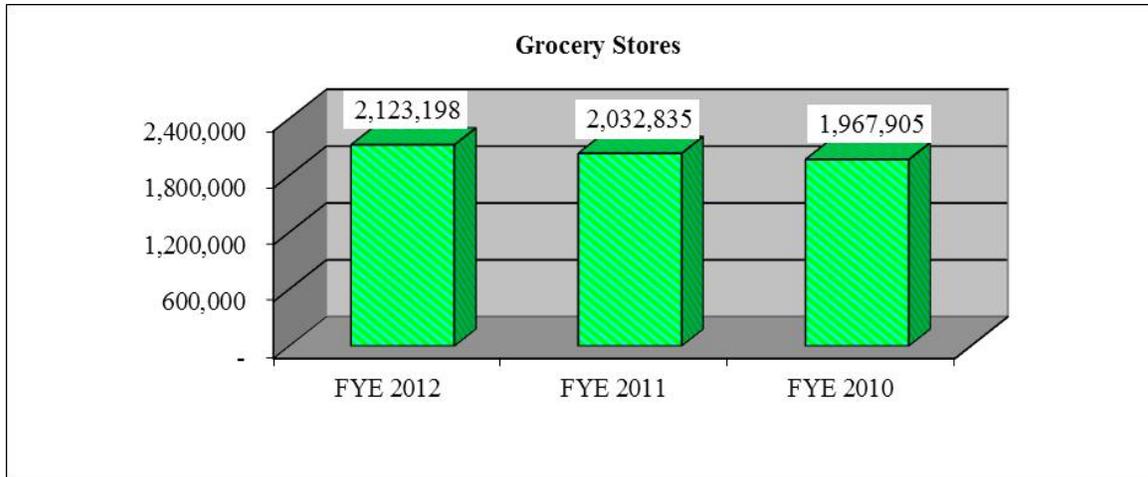
RETAIL STORES

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 7.20% and is an increase of 11.38% over two years ago at this time.



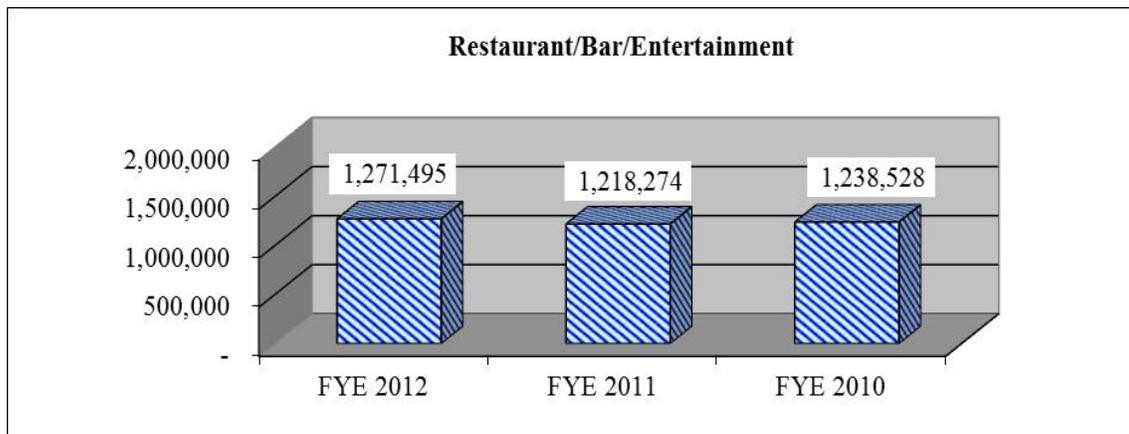
GROCERY STORES

The food store industry saw an increase of 4.45% over last year and an increase of 7.89% 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. There was growth in sales in some larger stores in FYE 2012 as well in an increase in the number of new smaller stores.



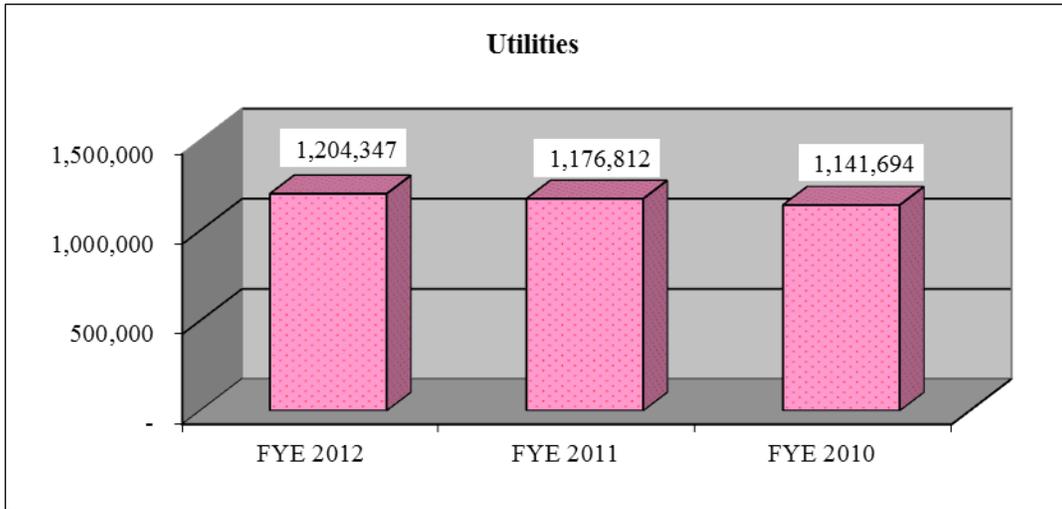
RESTAURANT/BAR/ENTERTAINMENT

Revenues in our third largest category are up from the FYE 2011 by 4.37% and up by 2.66% from FYE 2010. This growth may be the result of a slowly recovering economy. There were large increases in sales of fast food as well as increased activity in the restaurants within the Entertainment area. In addition, some new restaurants opened in FYE 2012.



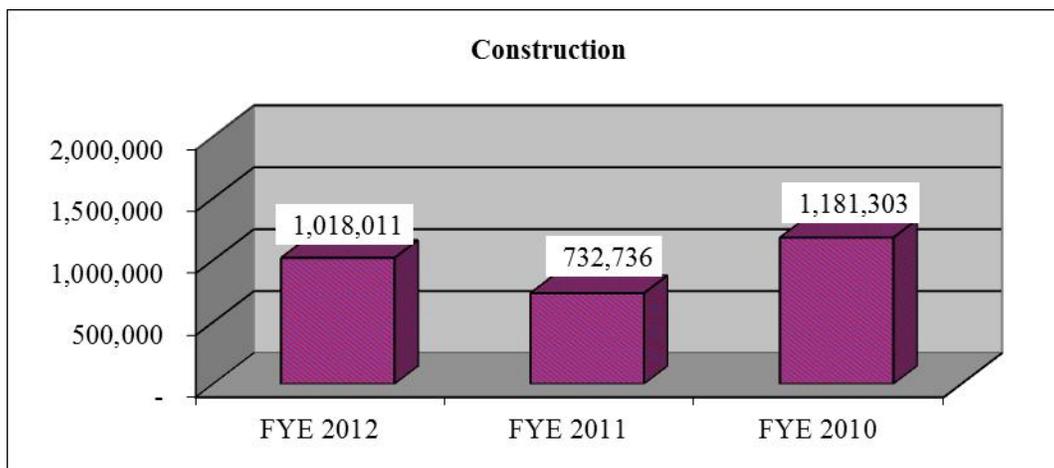
UTILITIES

The Utilities category contains tax collected on the sale of electricity, natural gas, water and sewer service. Collections are up 2.34% from last year at this time and up 5.49% from FYE 2010. These increases are a result, in part, of various utility rate increases.



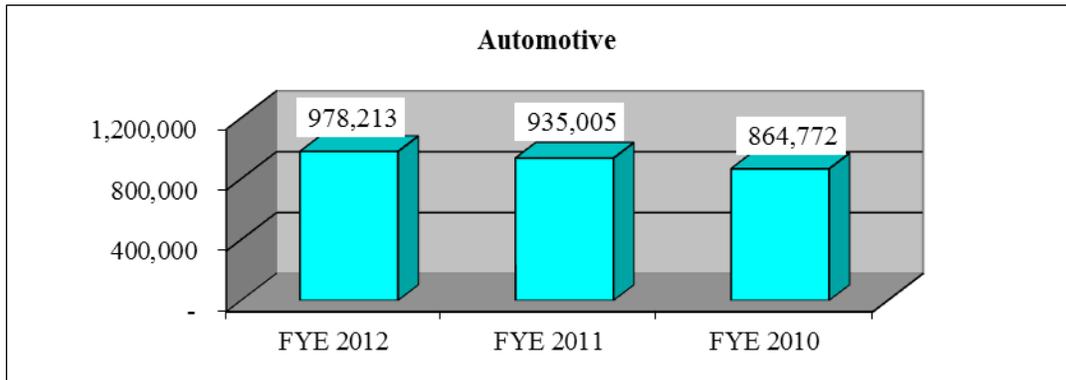
CONSTRUCTION

Construction is our fifth largest contributor. Revenue is up by 38.93% compared to the previous year and down 13.82% from FYE 2010. This category accounts for 9.35% of our total TPT revenue. In comparison, it accounted for 7.18% of TPT revenue at the end of FYE 2011 and 11.36% for the same time period in FYE 2010. Several commercial construction projects and some new home sales are major contributors this fiscal year.



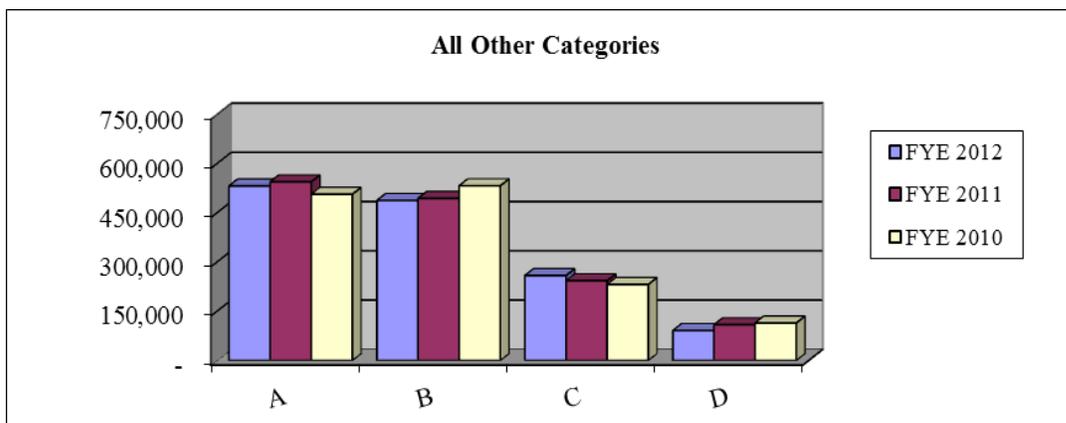
AUTOMOTIVE

The automotive industry tax revenue has been fairly steady the last three years and is in our sixth place category currently. Revenues are up 4.62% from FYE 2011 and up 13.12% 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