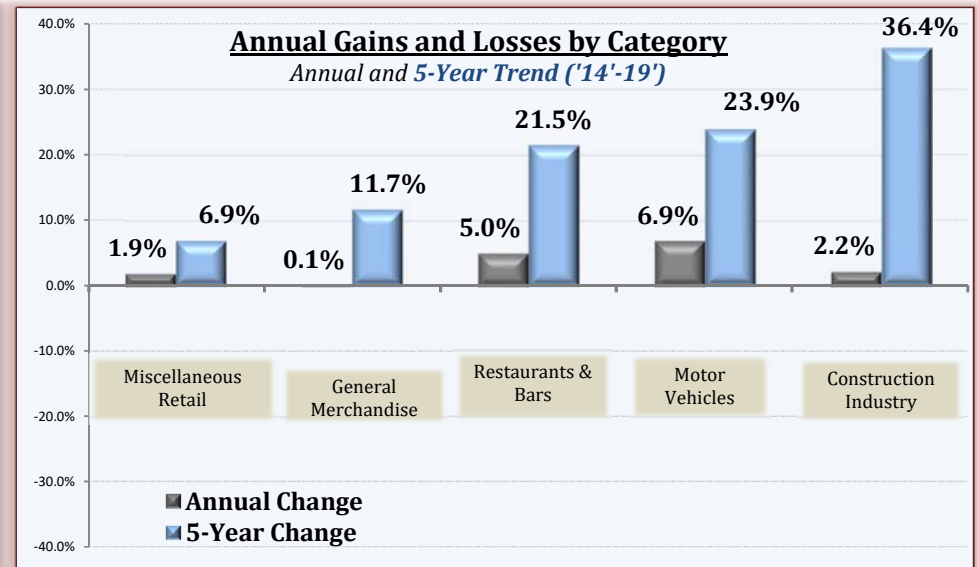
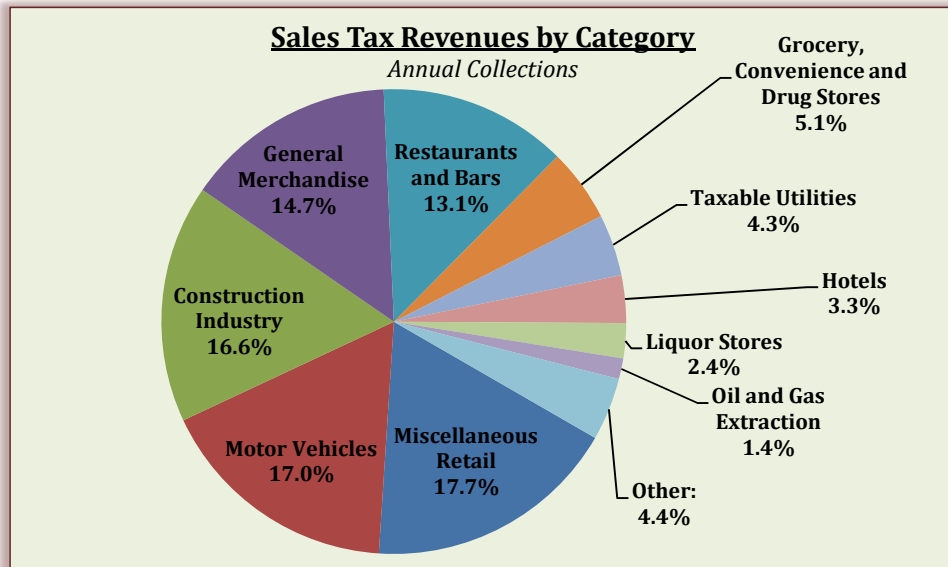


2019 ANNUAL SALES TAX REVENUE BY CATEGORY

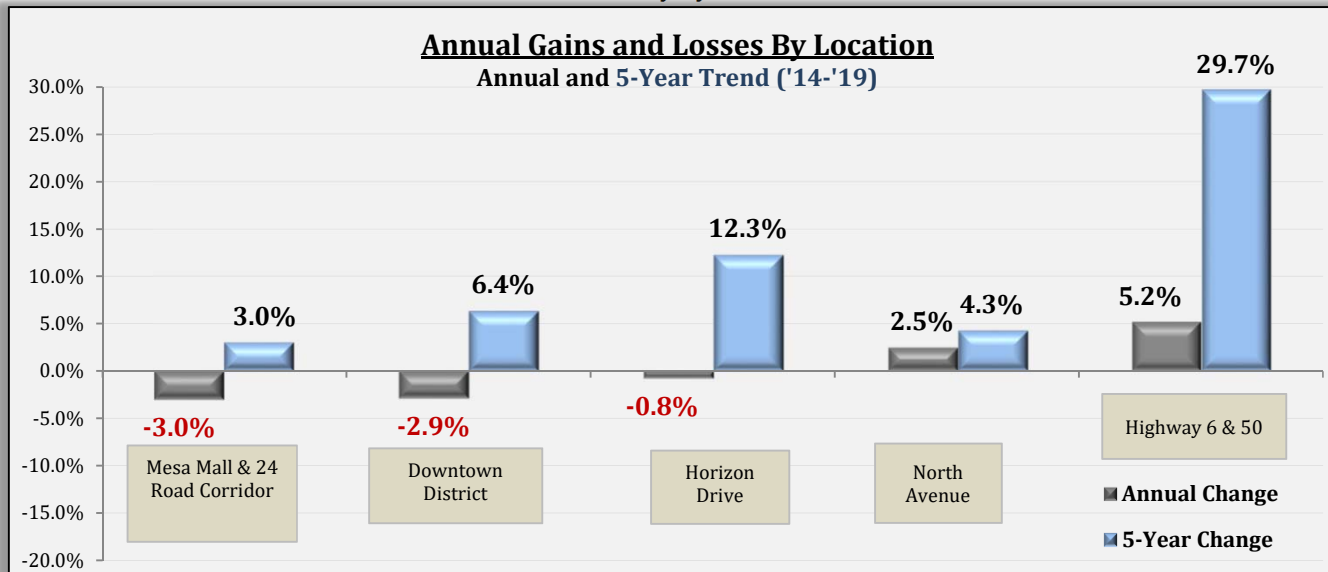
This report shows sales tax revenues generated during the year (collected Feb 19 - Jan 20) to demonstrate taxable retail activity by business category.



Annual Revenues by CATEGORY	2018	2019	% of Total	Annual Change	5-Year Change
(1) Miscellaneous Retail	\$ 8,433,385	\$ 8,596,998	17.7%	1.9%	6.9%
(2) Motor Vehicles	\$ 7,725,864	\$ 8,260,166	17.0%	6.9%	23.9%
(3) Construction Industry	\$ 7,879,379	\$ 8,054,630	16.6%	2.2%	36.4%
(4) General Merchandise	\$ 7,137,699	\$ 7,144,708	14.7%	0.1%	11.7%
Restaurants and Bars	\$ 6,074,844	\$ 6,376,277	13.1%	5.0%	21.5%
(5) Grocery, Convenience and Drug Stores	\$ 2,343,909	\$ 2,467,808	5.1%	5.3%	40.1%
(6) Taxable Utilities	\$ 2,258,977	\$ 2,079,571	4.3%	-7.9%	-14.4%
Hotels	\$ 1,561,566	\$ 1,613,525	3.3%	3.3%	29.3%
Liquor Stores	\$ 1,221,824	\$ 1,188,086	2.4%	-2.8%	14.8%
(7) Oil and Gas Extraction	\$ 882,933	\$ 690,380	1.4%	-21.8%	-36.4%
Other:					
(8) Business to Business	\$ 1,302,993	\$ 1,466,652	3.0%	12.6%	52.4%
Aviation Industry	\$ 305,140	\$ 300,033	0.6%	-1.7%	-15.5%
Miscellaneous Leasing Companies	\$ 210,124	\$ 210,997	0.4%	0.4%	24.5%
Miscellaneous Other	\$ 185,031	\$ 191,669	0.4%	3.6%	-6.0%
TOTAL	\$ 47,523,668	\$ 48,641,500	100.0%	2.4%	17.2%

- Category Descriptions**
- (1) **Miscellaneous Retail**- furniture, electronics & appliances, sporting goods, clothing & accessories and other specialty retail stores.
 - (2) **Motor Vehicles**- new and used auto dealerships, auto parts and accessories, tire distributors and repair shops.
 - (3) **Construction Industry**- building materials, contractors and construction equipment.
 - (4) **General Merchandise**- department stores, warehouse clubs and superstores.
 - (5) **Grocery, Convenience and Drug Stores**- does not include food for home consumption, prescription medications and gasoline (all exempt from sales tax).
 - (6) **Taxable Utilities**- telecommunication, cable and commercial utilities. Residential utilities are exempt from sales tax.
 - (7) **Oil and Gas Extraction Industries**- SALES TAX ONLY remitted by support companies and suppliers of the oil and gas extraction industry. *Use tax remitted by this industry is not included in this amount.*
 - (8) **Business to Business**- companies that sell directly to businesses (software, equipment, supplies, furniture).

This report shows sales tax revenues generated during the year (collected Feb 19 - Jan 20) to demonstrate taxable retail activity by business location.



Sales Tax Districts

- (1) Highway 6 & 50 from 1st and Grand to Fruita.
- (2) Mesa Mall and 24 Road Corridor North to I-70 Business Loop.
- (3) North Avenue from 1st Street to I70B.
- (4) Downtown District: 1st Street to 7th Street and Belford Avenue South to Pitkin.
- (5) Horizon Drive, Airport and Northern Industrial.
- (6) Northwest Industrial: North of Highway 6 & 50, West of the 24 Road Corridor.
- (7) Southern Industrial and Riverside Parkway: South of Highway 6 & 50, Downtown District and I70B to the Colorado River.
- (8) Patterson Road from 24 Road to I70B.
- (9) Northwest Commercial and Business Park: North of Highway 6 & 50, East of 24 Road Corridor and West of 1st Street.
- (10) Highway 50 from 5th Street Bridge East.
- (11) I70B from Downtown to Interstate 70.
- (12) Orchard Avenue and Metro: South of Patterson Road and North of I70B and 6 & 50, excluding North Avenue and Downtown District.
- (13) Highway 340 Corridor from Colorado River to Fruita.
- (14) Area Wide Collections: taxable transactions not limited to one area (taxable utilities, financing companies,

Annual Revenues by LOCATION	2018	2019	% of Total	Annual Change	5-Year Change
(1) Highway 6 & 50	\$ 11,042,111	\$ 11,613,893	23.9%	5.2%	29.7%
(2) Mesa Mall & 24 Road Corridor	\$ 9,269,637	\$ 8,992,173	18.5%	-3.0%	3.0%
(3) North Avenue	\$ 4,729,276	\$ 4,847,095	10.0%	2.5%	4.3%
(4) Downtown District	\$ 2,607,726	\$ 2,533,291	5.2%	-2.9%	6.4%
(5) Horizon, Airport, & Northern Industrial	\$ 2,535,374	\$ 2,516,291	5.2%	-0.8%	12.3%
(6) Northwest Industrial	\$ 1,651,344	\$ 1,814,278	3.7%	9.9%	13.2%
(7) Southern Industrial & Riverside Parkway	\$ 1,797,874	\$ 1,634,494	3.4%	-9.1%	20.7%
(8) Patterson Road Corridor	\$ 1,477,864	\$ 1,511,574	3.1%	2.3%	38.5%
(9) Northwest Commercial & Business Park	\$ 982,039	\$ 1,046,841	2.1%	6.6%	17.2%
(10) Highway 50	\$ 877,844	\$ 949,316	2.0%	8.1%	23.4%
(11) I-70B Corridor	\$ 857,126	\$ 940,674	1.9%	9.7%	108.3%
(12) Orchard Avenue Mixed Use, Metro Area	\$ 760,120	\$ 775,719	1.6%	2.1%	-5.1%
(13) Highway 340 Corridor	\$ 396,603	\$ 441,121	0.9%	11.2%	73.5%
Outside Mesa County	\$ 3,898,754	\$ 4,252,960	8.7%	9.1%	68.4%
(14) Area Wide Collections	\$ 3,858,231	\$ 3,950,712	8.1%	2.4%	-4.7%
Residential & Unincorporated Mesa County	\$ 781,745	\$ 821,068	1.7%	5.0%	25.9%
TOTAL	\$ 47,523,668	\$ 48,641,500	100%	2.4%	17.2%