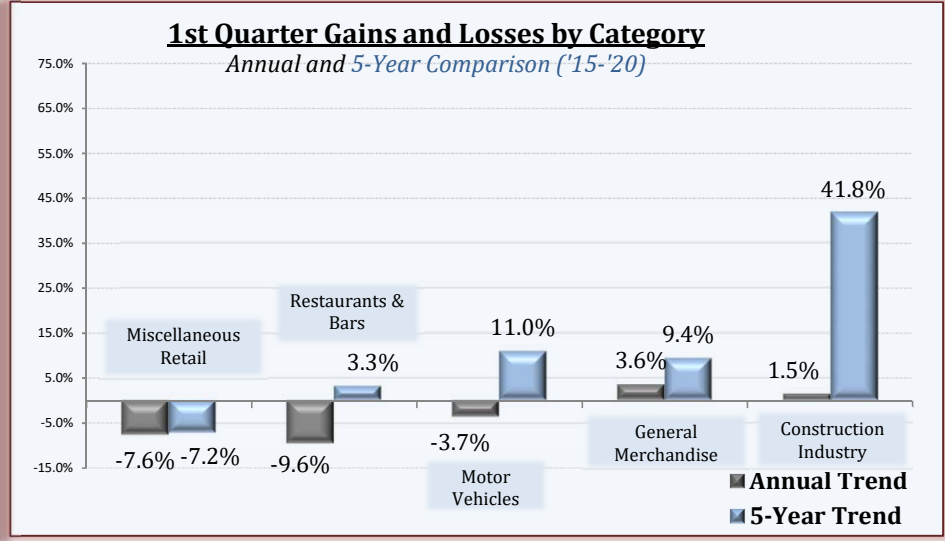
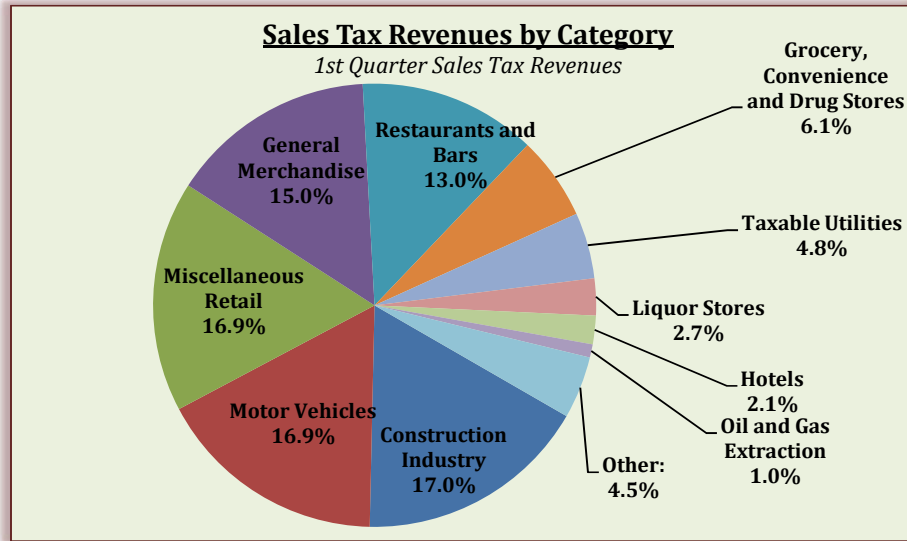


## QUARTERLY SALES TAX REVENUE BY CATEGORY

This report shows the City's 2.75% sales tax revenues generated during the quarter (collected Feb - April) to demonstrate taxable retail activity by business category.



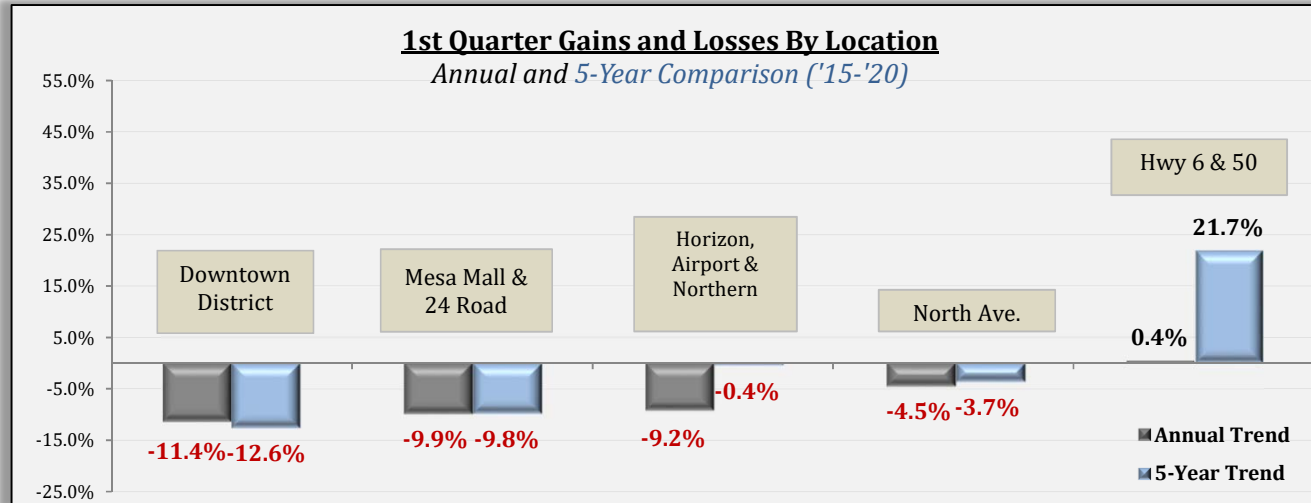
| 1st Quarter Revenues by CATEGORY         | 2019                 | 2020                 | % of Total    | Annual Change | 5-Year Change |
|--|----------------------|----------------------|---------------|---------------|---------------|
| (1) Construction Industry                | \$ 1,731,651         | \$ 1,756,764         | 17.0%         | 1.5%          | 41.8%         |
| (2) Motor Vehicles                       | \$ 1,810,355         | \$ 1,744,198         | 16.9%         | -3.7%         | 11.0%         |
| (3) Miscellaneous Retail                 | \$ 1,884,576         | \$ 1,740,909         | 16.9%         | -7.6%         | -7.2%         |
| (4) General Merchandise                  | \$ 1,499,223         | \$ 1,553,568         | 15.0%         | 3.6%          | 9.4%          |
| Restaurants and Bars                     | \$ 1,482,475         | \$ 1,340,377         | 13.0%         | -9.6%         | 3.3%          |
| (5) Grocery, Convenience and Drug Stores | \$ 545,471           | \$ 628,710           | 6.1%          | 15.3%         | 42.0%         |
| (6) Taxable Utilities                    | \$ 549,819           | \$ 497,797           | 4.8%          | -9.5%         | -19.8%        |
| Liquor Stores                            | \$ 255,858           | \$ 278,002           | 2.7%          | 8.7%          | 20.2%         |
| Hotels                                   | \$ 253,356           | \$ 215,055           | 2.1%          | -15.1%        | -0.7%         |
| (7) Oil and Gas Extraction               | \$ 237,872           | \$ 100,631           | 1.0%          | -57.7%        | -47.4%        |
| Other:                                   |                      |                      |               |               |               |
| (8) Business to Business                 | \$ 338,370           | \$ 318,530           | 3.1%          | -5.9%         | 35.9%         |
| Aviation Industry                        | \$ 61,803            | \$ 63,341            | 0.6%          | 2.5%          | 3.1%          |
| Miscellaneous Leasing Companies          | \$ 50,823            | \$ 47,460            | 0.4%          | -6.6%         | 78.1%         |
| Miscellaneous Other                      | \$ 38,477            | \$ 39,286            | 0.4%          | 2.1%          | 6.2%          |
| <b>TOTAL</b>                             | <b>\$ 10,740,129</b> | <b>\$ 10,324,628</b> | <b>100.0%</b> | <b>-3.9%</b>  | <b>9.1%</b>   |

- Category Descriptions**
- (1) **Construction Industry**- building materials, contractors and construction equipment.
  - (2) **Motor Vehicles**- new and used auto dealerships, auto parts and accessories, tire distributors and repair shops.
  - (3) **Miscellaneous Retail**- furniture, electronics & appliances, sporting goods, clothing & accessories and other specialty retail stores.
  - (4) **General Merchandise**- department stores, warehouse clubs and superstores.
  - (5) **Grocery, Convenience and Drug Stores**- sales tax generated on taxable transactions only: food for home consumption, prescription medications and gasoline are 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).



## QUARTERLY SALES TAX REVENUE BY LOCATION

This report shows the City's 2.75% sales tax revenues generated during the quarter (collected Feb - April) to demonstrate taxable retail activity by business category.



### 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, etc.).

| 1st Quarter Revenues by LOCATION            | 2019                 | 2020                 | % of Total    | Annual Change | 5- Year Change |
|---|----------------------|----------------------|---------------|---------------|----------------|
| (1) Highway 6 & 50                          | \$ 2,580,253         | \$ 2,591,609         | 25.1%         | 0.4%          | 21.7%          |
| (2) Mesa Mall & 24 Road Corridor            | \$ 1,912,247         | \$ 1,723,351         | 16.7%         | -9.9%         | -9.8%          |
| (3) North Avenue                            | \$ 1,109,991         | \$ 1,059,897         | 10.3%         | -4.5%         | -3.7%          |
| (4) Downtown District                       | \$ 542,102           | \$ 480,499           | 4.7%          | -11.4%        | -12.6%         |
| (5) Horizon, Airport, & Northern Industrial | \$ 482,750           | \$ 438,423           | 4.2%          | -9.2%         | -0.4%          |
| (6) Northwest Industrial                    | \$ 428,157           | \$ 387,095           | 3.8%          | -9.6%         | 13.1%          |
| (7) Southern Industrial & Riverside Parkway | \$ 376,423           | \$ 381,586           | 3.7%          | 1.4%          | 34.9%          |
| (8) Patterson Road Corridor                 | \$ 356,649           | \$ 352,857           | 3.4%          | -1.1%         | 41.8%          |
| (9) Northwest Commercial & Business Park    | \$ 258,611           | \$ 229,721           | 2.2%          | -11.2%        | 15.2%          |
| (10) Highway 50                             | \$ 202,879           | \$ 204,233           | 2.0%          | 0.7%          | 12.8%          |
| (11) I-70B Corridor                         | \$ 179,296           | \$ 198,679           | 1.9%          | 10.8%         | 92.7%          |
| (12) Orchard Avenue Mixed Use, Metro Area   | \$ 187,416           | \$ 178,783           | 1.7%          | -4.6%         | -9.5%          |
| (13) Highway 340 Corridor                   | \$ 97,462            | \$ 110,149           | 1.1%          | 13.0%         | 91.3%          |
| Outside Mesa County                         | \$ 952,000           | \$ 963,212           | 9.3%          | 1.2%          | 71.7%          |
| (14) Area Wide Collections                  | \$ 920,748           | \$ 881,636           | 8.5%          | -4.2%         | -14.2%         |
| Residential & Unincorporated Mesa County    | \$ 153,145           | \$ 142,898           | 1.4%          | -6.7%         | 5.0%           |
| <b>TOTAL</b>                                | <b>\$ 10,740,129</b> | <b>\$ 10,324,628</b> | <b>100.0%</b> | <b>-3.9%</b>  | <b>9.1%</b>    |