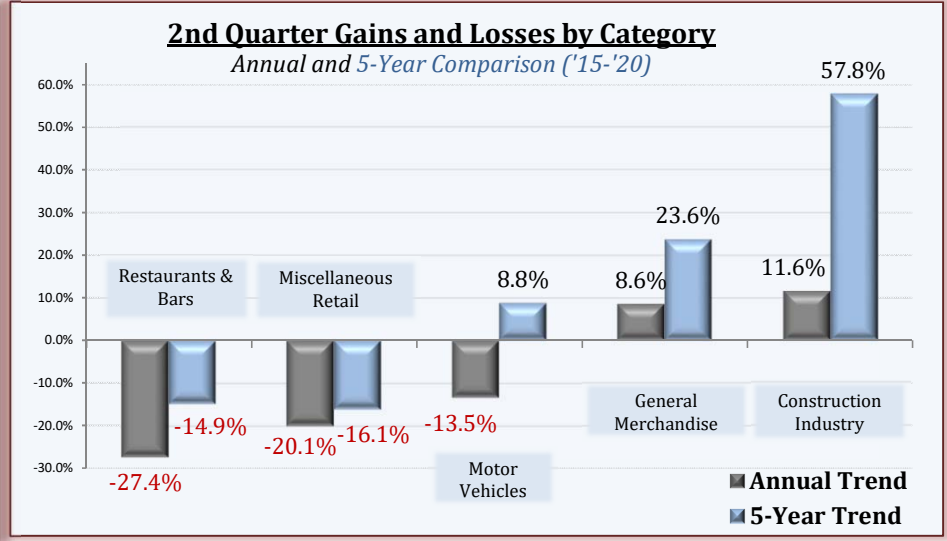
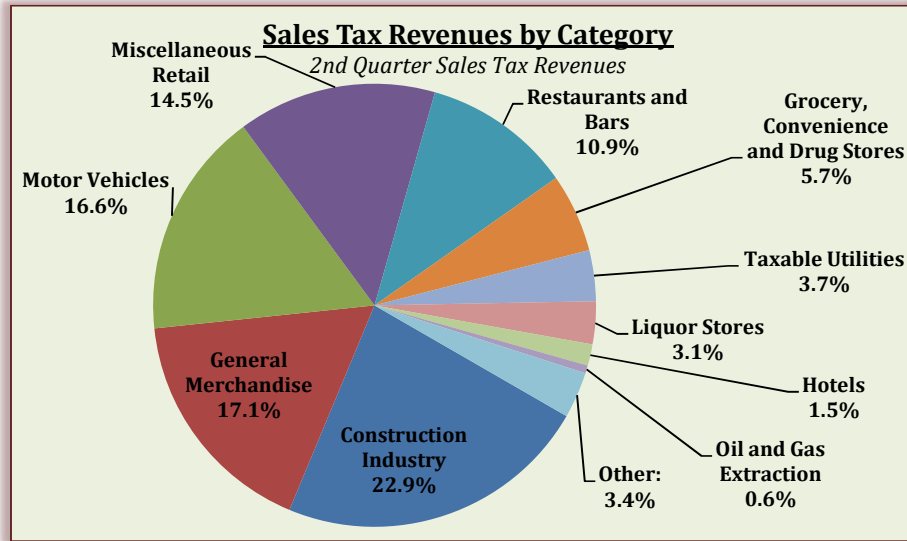


QUARTERLY SALES TAX REVENUE BY CATEGORY

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



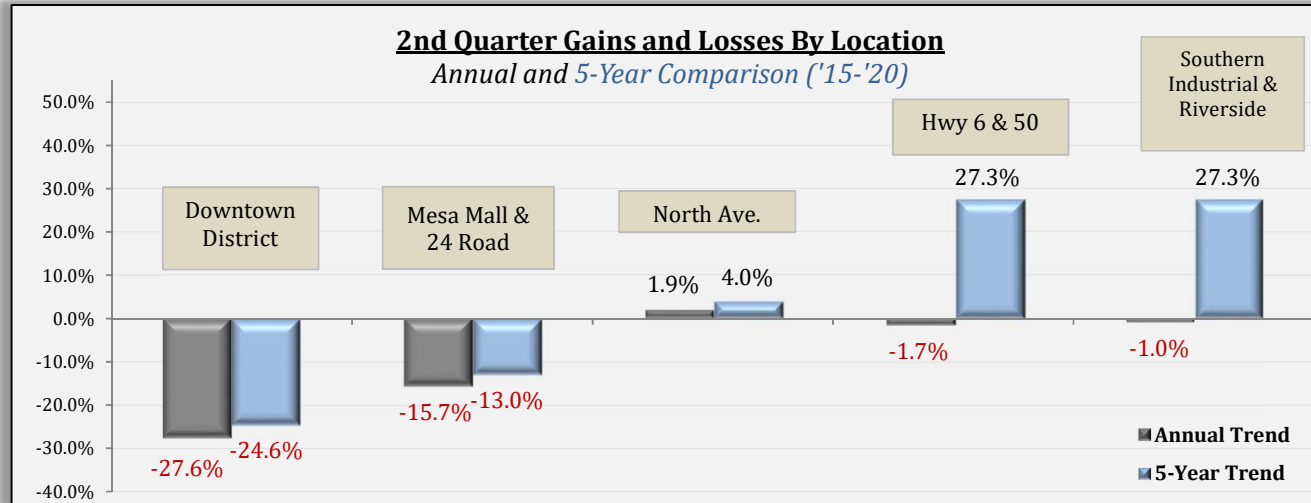
2nd Quarter Revenues by CATEGORY	2019	2020	% of Total	Annual Change	5-Year Change
(1) Construction Industry	2,294,800	2,561,495	22.9%	11.6%	57.8%
(2) General Merchandise	1,754,564	1,904,821	17.1%	8.6%	23.6%
(3) Motor Vehicles	2,137,545	1,849,316	16.6%	-13.5%	8.8%
(4) Miscellaneous Retail	2,022,594	1,616,974	14.5%	-20.1%	-16.1%
Restaurants and Bars	1,670,956	1,213,925	10.9%	-27.4%	-14.9%
(5) Grocery, Convenience and Drug Stores	609,470	640,034	5.7%	5.0%	33.4%
(6) Taxable Utilities	454,107	415,371	3.7%	-8.5%	-27.7%
Liquor Stores	308,186	348,285	3.1%	13.0%	24.7%
Hotels	518,789	171,718	1.5%	-66.9%	-59.1%
(7) Oil and Gas Extraction	216,002	65,687	0.6%	-69.6%	-58.1%
Other:					
(8) Business to Business	358,812	264,310	2.4%	-26.3%	19.0%
Miscellaneous Leasing Companies	53,254	46,389	0.4%	-12.9%	90.7%
Aviation Industry	57,728	32,707	0.3%	-43.3%	-49.4%
Miscellaneous Other	37,997	32,631	0.3%	-14.1%	-51.2%
TOTAL	\$ 12,494,804	\$ 11,163,663	100.0%	-10.7%	6.2%

- Category Descriptions
- (1) **Construction Industry**- building materials, contractors and construction equipment.
 - (2) **General Merchandise**- department stores, warehouse clubs and superstores.
 - (3) **Motor Vehicles**- new and used auto dealerships, auto parts and accessories, tire distributors and repair shops.
 - (4) **Miscellaneous Retail**- furniture, electronics & appliances, sporting goods, clothing & accessories and other specialty retail stores.
 - (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 May-July) 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) Southern Industrial and Riverside Parkway: South of Highway 6 & 50, Downtown District and I70B to the Colorado River.
- (6) Northwest Industrial: North of Highway 6 & 50, West of the 24 Road Corridor.
- (7) Horizon Drive, Airport and Northern Industrial.
- (8) Patterson Road from 24 Road to I70B.
- (9) I70B from Downtown to Interstate 70.
- (10) Highway 50 from 5th Street Bridge East.
- (11) Northwest Commercial and Business Park: North of Highway 6 & 50, East of 24 Road Corridor and West of 1st Street.
- (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.).

2nd Quarter Revenues by LOCATION	2019	2020	% of Total	Annual Change	5- Year Change
(1) Highway 6 & 50	3,031,620	2,980,884	26.7%	-1.7%	27.3%
(2) Mesa Mall & 24 Road Corridor	2,225,696	1,875,988	16.8%	-15.7%	-13.0%
(3) North Avenue	1,182,106	1,204,198	10.8%	1.9%	4.0%
(4) Downtown District	660,272	478,284	4.3%	-27.6%	-24.6%
(5) Southern Industrial & Riverside Parkway	456,809	452,437	4.1%	-1.0%	27.3%
(6) Northwest Industrial	487,547	382,509	3.4%	-21.5%	10.5%
(7) Horizon, Airport, & Northern Industrial	728,939	368,631	3.3%	-49.4%	-43.9%
(8) Patterson Road Corridor	383,859	333,162	3.0%	-13.2%	25.5%
(9) I-70B Corridor	274,384	281,911	2.5%	2.7%	168.0%
(10) Highway 50	255,702	271,913	2.4%	6.3%	22.9%
(11) Northwest Commercial & Business Park	260,460	223,831	2.0%	-14.1%	14.9%
(12) Orchard Avenue Mixed Use, Metro Area	197,418	195,120	1.7%	-1.2%	-3.2%
(13) Highway 340 Corridor	111,301	119,192	1.1%	7.1%	74.0%
Outside Mesa County	1,018,941	936,391	8.4%	-8.1%	47.6%
(14) Area Wide Collections	974,981	812,822	7.3%	-16.6%	-18.3%
Residential & Unincorporated Mesa County	244,769	246,390	2.2%	0.7%	42.9%
TOTAL	\$ 12,494,804	\$ 11,163,663	100.0%	-10.7%	6.2%