## City of Boulder

Sales \& Use Tax Revenue Report December, 2010
Issued February 17, 2011
This report provides information and analysis related to sales and use tax collections for fiscal year 2010. Results are for actual sales activity through the month of December, the tax on which is received by the city in the subsequent month. Any questions should be directed to Bob Eichem, Chief Financial Officer at (303) 441-1819.

## REVENUE COMPARISONS TO COMPARABLE PERIOD IN PRIOR YEAR

Table 1 lists the categories of sales and use tax collected by the City of Boulder. It illustrates the percent change in the various areas for 2010 over the same time period in 2009. As reflected in Table 1, Total sales and use tax has increased from the 2009 base by 2.64 \%. For 2010 budget purposes, the City forecast was a $2.75 \%$ decrease from 2009 sales and use tax levels.

The majority of the total sales and use tax variance is due to a boost from non-recurring construction use taxes at the federal labs and Colorado University. If these non-reoccurring items were not included total sales and use taxes would have been a negative $2.45 \%$ for the year (Table 2 ) and would have been very close to the original projection that was used for budget purposes. The impact of this fact is included in the construction use analysis of actual versus projections found later in this report.

TABLE 1
ACTUAL REVENUE

| TAX CATEGORY | \% CHANGE IN <br> REVENUE <br> Increase/(Decrease) | \% OF <br> TOTAL |
| :--- | :---: | :---: |
| Sales Tax | $6.87 \%$ | $81.75 \%$ |
| Business/Consumer Use Tax | $(18.89 \%)$ | $8.64 \%$ |
| Construction Use Tax | $(12.06 \%)$ | $7.49 \%$ |
| Motor Vehicle Use Tax | $11.63 \%$ | $2.33 \%$ |
| Refunds | $-35.43 \%$ | $-0.21 \%$ |
| Total Sales \& Use Tax | $\mathbf{2 . 6 4 \%}$ | $\mathbf{1 0 0 . 0 0 \%}$ |

TABLE 2
WITHOUT NON - REOCCURRING CU and FEDERAL LAB CONSTRUCTION USE TAX REVENUE

| TAX CATEGORY | \% CHANGE IN <br> REVENUE <br> Increase/(Decrease) |
| :--- | :---: |
| Sales Tax | $6.87 \%$ |
| Business/Consumer Use Tax | $(18.89 \%)$ |
| Construction Use Tax | $(70.30 \%)$ |
| Motor Vehicle Use Tax | $11.63 \%$ |
| Refunds | $-35.43 \%$ |
| Total Sales \& Use Tax | $\mathbf{( 2 . 4 5 \% )}$ |

## ANALYSIS OF RESULTS VERSUS PROJECTIONS

Although the results for 2010, are better than expected in total, further analysis is not as positive for the future and cautionary economic flags are evident.

- Retail Sales Tax - Although total retail receipts are up by $6.87 \%$, a portion of this increase is due to increases in natural gas and electric utilities (up 11.30\%) for the year. However, the tax revenue from natural gas and electricity turned negative toward the end of the year and the current trend indicates the increases will not continue into 2011. Employment and consumer confidence have major impacts on sales tax revenues. Even if employment continues to slowly increase, there appears to have been permanent changes in consumer spending habits and it is not expected that retail sales will quickly bounce back to pre-recession growth levels. Further, the end of Federal stimulus programs may result in increasingly tight state and federal budgets. Jobs could be negatively impacted in K - 12 schools, higher education, federal labs, and in local government.
- Business/Consumer Use Tax - This category tends to be volatile in nature and the short-term results do not necessarily reflect trends. The fact that it is down by $18.89 \%$ reflects the hoped-for improvement in the business sector had not occurred by the end of 2010. This category is monitored closely. Increasing collections often indicate economic expansion is expected to occur in the future. Decreasing collections may indicate businesses are not confident the economy will improve significantly and will not make investments in new positions or to buy new equipment.
- Construction Use Tax - Although this category is down by $12.06 \%$, it is better than the original 2010 budget projection. The $12.06 \%$ reduction is from a very strong year in 2009. 2009 included about $\$ 4$ million in onetime projects from CU and the federal labs. 2010 included an amount of approximately $\$ 4.3$ million in similar one-time projects. Unfortunately, these large one-time projects are not expected to continue into the future. As an example, the current CU Capital Projects Plan anticipates only two projects in 2011 with yet to be determined funding and construction dates. If these one-time revenues had not occurred during 2010, the year to date numbers for this category would have been down even more significantly and total sales and use tax collections would be closer to the original projection of being down 2.75 percent for the year. The actual impact can be found in Table 2 above. Since it is expected that these revenues will not reoccur in the future they will not be included when completing revenue projections for future budgets.
- Motor Vehicle Use Tax (up by 11.63\%) - 2010 numbers look strong only because 2009 was such a dismal year in this category.


## DETAILED ANALYSIS OF MAJOR CATEGORIES

Retail Sales Tax - As anticipated, retail activity in the City of Boulder has improved from that experienced in 2009. In reviewing the data, aberrations have an influence on monthly results and must be analyzed. Examples are February 2010, which includes a doubling up of certain food tax revenue (the timing of remittances became accurate comparisons by May); a late payment by a telecommunications provider (both Jan and Feb payments received in February) and November during which many remittances were late due to delays at the city's tax revenue processor. These types of aberrations occur usually balance out for the entire year.

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| (6.98\%) | $15.59 \%$ | $5.93 \%$ | $4.74 \%$ | $6.81 \%$ | $7.26 \%$ | $6.06 \%$ | $2.64 \%$ | $12.51 \%$ | $9.33 \%$ | $10.65 \%$ | $7.68 \%$ |

Food Stores - Retail sales tax revenue for food stores is virtually flat, down by $0.48 \%$ for the year. The large swings in February, April, October and November are due to timing differences in the two years. The negative in December is due to a late remittance that will be included in 2011 revenue.

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $6.54 \%$ | $22.84 \%$ | $1.15 \%$ | $(16.65 \%)$ | $3.71 \%$ | $5.10 \%$ | $1.88 \%$ | $1.36 \%$ | $2.31 \%$ | $(8.91 \%)$ | $(14.84 \%)$ | $(0.80 \%)$ |

Sales at Eating Places are both an important revenue source (Eating Places comprise about $12 \%$ of sales/use tax) and are a significant indicator of the health of the economy in the city. This discretionary category is correlated with unemployment (disposable income) and consumer confidence. Total year tax at Eating Places is up by 4.20\%.

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| $0.11 \%$ | $1.82 \%$ | $0.86 \%$ | $8.48 \%$ | $2.33 \%$ | $1.64 \%$ | $4.92 \%$ | $5.15 \%$ | $2.13 \%$ | $8.37 \%$ | $10.01 \%$ | $2.94 \%$ |

Apparel Store sales are up by $1.62 \%$ for the year.

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $(6.57 \%)$ | $2.94 \%$ | $0.88 \%$ | $0.82 \%$ | $(0.70 \%)$ | $2.82 \%$ | $5.21 \%$ | $1.48 \%$ | $(3.22 \%)$ | $17.08 \%$ | $(5.01 \%)$ | $3.39 \%$ |

General Retail is up by $7.63 \%$. Some of the variation between January and February is due to a late payment by a telecommunications provider (both Jan and Feb payments received in February). Some of the variations in August/September are due to timing.

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| :---: | :--- | :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $(5.26 \%)$ | $8.69 \%$ | $0.11 \%$ | $10.06 \%$ | $8.27 \%$ | $3.78 \%$ | $8.21 \%$ | $(0.85 \%)$ | $14.18 \%$ | $7.01 \%$ | $21.20 \%$ | $0.35 \%$ |

Utilities (primarily natural gas and electricity) have traditionally been a very stable underpinning for the sales tax revenue base. 2009 tax revenue was down significantly but this tax source has improved in 2010, increasing by $11.30 \%$, partially due to a new rate structure adopted by Xcel Energy earlier in the year. This category will be watched closely to determine if the negative numbers that occurred in the last two months of the year are a continuing trend downward that will impact future budget projections.

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $2.21 \%$ | $16.27 \%$ | $26.25 \%$ | $16.95 \%$ | $15.17 \%$ | $31.01 \%$ | $30.26 \%$ | $21.09 \%$ | $12.87 \%$ | $1.49 \%$ | $(12.30 \%)$ | $(8.33 \%)$ |

## MEDICAL MARIJUANA BUSINESS SALES TAX

In response to the interest expressed in this newly emerging industry, this new section has been added to the monthly revenue report. As a newly emerging industry with no significant previous year history, comparison of current tax receipts to prior year data will not yield much useful information. Instead, monthly sales tax revenue remitted by these businesses in 2010 is presented below. Total year retail sales tax revenue collected in this category is $\$ 569,127$. In addition, $\$ 5,851$ of use tax was collected during 2010. This industry represents approximately six tenths of one percent of total sales and use tax collections.

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec. |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| $\$ 17,271$ | $\$ 30,320$ | $\$ 41,659$ | $\$ 37,277$ | $\$ 42,875$ | $\$ 52,223$ | $\$ 38,648$ | $\$ 54,589$ | $\$ 70,710$ | $\$ 59,205$ | $\$ 55,375$ | $\$ 68,975$ |

Significant increases / decreases by tax category are summarized in Table 3. Although not true in every case, in general, many of the consumer driven categories are improving while the business related categories remain flat to negative.

TABLE 3

## 2010 RETAIL SALES TAX <br> (\% Change in Comparable Collections)

STRENGTHS:

- Eating Places up by $4.20 \%$
- Apparel Stores up by $1.62 \%$
- Home Furnishings up by $1.40 \%$
- General Retail up by $7.63 \%$
- Transportation/Utilities up by $8.16 \%$
- Automotive Trade up by 6.00\%
- Building Materials Retail up by $5.91 \%$
- Consumer Electronics up by $16.58 \%$
- Computer Related Business up by 23.38\%
- Downtown up by 3.70\%
- UHGID ("the hill") up by 2.74\%
- Basemar up by $21.57 \%$
- BVRC (excl $29^{\text {th }} \mathrm{St}$ ) up by $2.04 \%$
- TwentyNinth St up by $9.77 \%$
- Table Mesa up by $3.68 \%$
- All Other Boulder up by 3.77\%
- Metro Denver up by $16.08 \%$
- Gunbarrel Industrial up by 31.67\%
- Gunbarrel Commercial up by $0.43 \%$
- Out of State up by $19.61 \%$
- Pearl Street Mall up by 5.92\%
- Boulder Industrial up by $8.43 \%$
- Public Utilities up by $7.75 \%$

WEAKNESSES:

- Food Stores down by $0.48 \%$ (due to timing)
- Univ of Colorado down by 5.65\%
- The Meadows down by $13.64 \%$
- $\quad$ N. $28^{\text {th }}$ St. Commercial down by $1.04 \%$


## 2010 USE TAX <br> (\% Change in Comparable Collections)

STRENGTHS:

- Motor Vehicle Use Tax up by 11.63\%


## WEAKNESSES

- Construction Use Tax down by 12.06\%
- Computer Related Business Use Tax is down by 44.09\%


## OTHER TAXES

- Accommodations Tax is up by $6.33 \%$.
- Admissions Tax is down by $2.35 \%$


## NUMBER OF BUSINESS LICENSES

The total number of business licenses issued by the city continues to increase on a year over year basis. For comparison purposes, total licenses have increased from 8,252 at the end of 2006 to 9,229 by the end of 2010 for an increase of nearly $12 \%$. For the year of 2010, 397 new licenses were issued, and it was the first year that the City of Boulder had over 9,000 businesses licensed for tax purposes.

## PROJECTIONS FOR THE FUTURE

According to the December 2010 Economic and Revenue Forecast by the Colorado Legislative Council Staff:
The Colorado economy continues along a path of slow and gradual recovery. Several economic indicators have begun to signal growth. Employment in Colorado's private sector has been trending up since May. Initial claims for unemployment insurance have drifted lower, and retail spending has been increasing, albeit slowly.

Despite these clear signs that the economy is expanding, there are ongoing struggles and uncertainties that will restrain the strength of the recovery in 2011 and beyond. High unemployment, constrained credit, high debt, and the struggling housing market will dampen growth over the next several years.

While there has been a recent rebound in retail sales growth, there are ongoing concerns for 2011 as spending will be constrained by heavy debt, high unemployment, and slow wage growth. In addition, some sales in 2010 may have been boosted by improved consumer confidence and federal stimulus programs. These stimulus programs have largely ended.

The State Legislative Council December 2011 forecast for percentage change in various economic indicators follows:

|  | $\mathbf{2 0 1 0}$ | $\mathbf{2 0 1 1}$ | $\mathbf{2 0 1 2}$ | $\mathbf{2 0 1 3}$ |
| :--- | ---: | ---: | ---: | ---: |
| Unemployment Rate | $8.0 \%$ | $8.4 \%$ | $8.2 \%$ | $7.7 \%$ |
| Personal Income | $2.3 \%$ | $3.1 \%$ | $3.4 \%$ | $4.6 \%$ |
| Wage and Salary Income | $0.8 \%$ | $1.4 \%$ | $3.4 \%$ | $5.4 \%$ |
| Retail Trade Sales | $4.9 \%$ | $3.1 \%$ | $4.6 \%$ | $4.3 \%$ |
| Denver-Boulder Inflation Rate | $1.2 \%$ | $1.9 \%$ | $2.9 \%$ | $3.1 \%$ |

A January 25 article by Martin Crutsinger of the Associated Press discusses the latest Consumer Confidence Survey

WASHINGTON - Consumer confidence hit an eight-month high in January. The increase suggests the rising spirits that fueled a holiday shopping boom are carrying over into the new year as people feel better about the job market.

The Conference Board said Tuesday its Consumer Confidence Index climbed to 60.6 this month from 53.3 in December.

While confidence is still far from the 90 that signals a healthy consumer mindset, the January improvement was better than expected. Some economists said the big tax relief package Congress passed in late December may have helped.

According to a February 3, 2011 article by Dhanya Skariachan of Reuters, January retail sales on the national level beat analyst estimates.

NEW YORK - January sales at major U.S. retailers blew past analysts’ expectations as shoppers braved snowstorms in an unexpected sign of consumer strength.

Retailers posted a 4.2 percent increase in sales at stores open at least a year, beating Wall Street expectations for a 2.7 percent gain, according to the Thomson Reuters same-store sales index of 28 companies.

The International Council of Shopping Centers expects same-store sales to rise 2.5 percent to 3 percent in February.

Some cautioned against being too optimistic as unemployment remains high and the U.S. economic recovery remains uncertain.
"We expect the economic environment to remain challenging." Target Corp Chief Executive Officer Gregg Steinhafel said. The discounter reported a 1.7 percent rise in sales at stores open at least a year, below the analysts' average forecast of 1.9 percent, on weak demand for pricey items such as electronics.

The level of uncertainty is further discussed in a January 28, 2011 article titled "Economists concur: rocky path ahead" by Beth Potter in the Boulder County Business Report:

BOULDER - Increasingly tight state and federal budgets may very well hurt the local economy, according to a regional economist at Vectra Bank Colorado's Annual Boulder Valley Economic Forecast breakfast held Friday morning in Boulder.

Upcoming state budget cuts are expected to impact higher institutions of learning such as the University of Colorado, said Phyllis Resnick, a regional economist for the Denver Regional Council of Governments and the lead economist for the center for Colorado's Economic Future at the University of Denver.

Planned federal budget cuts could impact federal laboratories in Boulder County, and local governments also could face increasing fiscal pressures brought on by lower tax revenues, Resnick said - all potential downside risks for the regional economy.
"The 'new normal,' ... I'm not sure we know what that means yet," Resnick said. "We're in another transitional change."

On the plus side, the region continues to have a highly educated work force and numerous high-paying jobs, Resnick said. But business leaders must continue to attract new jobs in "growth sectors," to keep the economy humming, she said.
"The 1990s are over, and they're not coming back," Resnick said, alluding to the state's rosy economic period through much of the last two decades. "But Colorado remains a desirable place to live."

Other factors leading to uncertainty in the global economy include continued high domestic government spending, and ongoing problems in the euro zone overseas, Feiger said.

According to a January 25, 2011 article in the Boulder County Business Report, the Boulder Valley jobless rate has improved:

Boulder County's unemployment rate dropped by three-tenths of 1 percent to 6.5 percent, down from 6.8 percent in November. The county's unemployment rate was 5.7 percent in December 2009.

The City and County of Broomfield's unemployment rate dropped as well in December to 7.4 percent from a rate of 7.7 percent in November and 6.7 percent in December 2009.

Across the state, the seasonally adjusted unemployment rate increased two-tenths of 1 percent to 8.8 percent in November. The U.S. Bureau of Labor Statistics reported that the national unemployment rate fell four-tenths of one percentage point to 9.4 percent in December.
"Despite the rising unemployment rate, we've had over the year wage and salary employment growth in Colorado for the first time in almost two and a half years," Golombek said in a statement. "And, we've added jobs for four consecutive months."

| Total Net Sales/Use Tax Receipts by Tax Category | DECEMBER YTD Actual |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | 2009 | 2010 | \% Change | \% of Total |
| Sales Tax | 66,877,613 | 71,473,106 | 6.87\% | 81.75\% |
| Business Use Tax | 9,314,530 | 7,554,695 | -18.89\% | 8.64\% |
| Construction Use Tax | 7,449,176 | 6,550,964 | -12.06\% | 7.49\% |
| Motor vehicle | 1,822,967 | 2,034,941 | 11.63\% | 2.33\% |
| Refunds | -283,770 | -183,234 | -35.43\% | -0.21\% |
| Total Sales and Use Tax | 85,180,517 | 87,430,472 | 2.64\% | 100.00\% |


| Total Net Sales/Use Tax Receipts by Industry Type | DECEMBER YTD Actual |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | 2009 | 2010 | \%Change | \% of Total |
| Food Stores | 11,160,109 | 11,130,533 | -0.27\% | 12.73\% |
| Eating Places | 10,572,840 | 10,930,482 | 3.38\% | 12.50\% |
| Apparel Stores | 2,626,020 | 2,690,372 | 2.45\% | 3.08\% |
| Home Furnishings | 2,579,235 | 2,597,165 | 0.70\% | 2.97\% |
| General Retail | 17,515,062 | 19,279,577 | 10.07\% | 22.05\% |
| Transportation/Utilities | 7,312,448 | 7,503,572 | 2.61\% | 8.58\% |
| Automotive Trade | 4,939,810 | 5,362,610 | 8.56\% | 6.13\% |
| Building Material-Retail | 2,798,787 | 2,962,221 | 5.84\% | 3.39\% |
| Construction Use Tax | 4,851,654 | 5,892,474 | 21.45\% | 6.74\% |
| Construction Sales Tax | 382,810 | 506,689 | 32.36\% | 0.58\% |
| Consumer Electronics | 1,725,148 | 1,862,241 | 7.95\% | 2.13\% |
| Computer Related Business Sector | 5,714,466 | 4,968,083 | -13.06\% | 5.68\% |
| All Other | 13,285,897 | 11,927,687 | -10.22\% | 13.64\% |
| Refunds | -283,770 | -183,234 | -35.43\% | -0.21\% |
| Total Sales and Use Tax | 85,180,517 | 87,430,472 | 2.64\% | 100.00\% |


| Total Net Sales/Use Tax Receipts by Geographic Area | DECEMBER YTD Actual |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | 2009 | 2010 | \% Change | \% of Total |
| North Broadway | 1,128,232 | 1,243,521 | 10.22\% | 1.42\% |
| Downtown | 5,651,714 | 5,876,454 | 3.98\% | 6.72\% |
| Downtown Extension | 534,774 | 425,482 | -20.44\% | 0.49\% |
| UHGID (the "hill") | 1,057,749 | 1,150,748 | 8.79\% | 1.32\% |
| East Downtown | 549,217 | 576,321 | 4.93\% | 0.66\% |
| N. 28th St. Commercial | 4,452,022 | 4,531,911 | 1.79\% | 5.18\% |
| N. Broadway Annex | 450,875 | 451,574 | 0.16\% | 0.52\% |
| University of Colorado | 1,052,429 | 1,010,538 | -3.98\% | 1.16\% |
| Basemar | 1,394,638 | 1,684,609 | 20.79\% | 1.93\% |
| BVRC-Boulder Valley Regional Center | 16,683,708 | 16,624,239 | -0.36\% | 19.01\% |
| 29th Street | 5,970,894 | 6,497,161 | 8.81\% | 7.43\% |
| Table Mesa | 2,282,088 | 2,362,838 | 3.54\% | 2.70\% |
| The Meadows | 1,029,395 | 876,674 | -14.84\% | 1.00\% |
| All Other Boulder | 4,316,488 | 4,140,424 | -4.08\% | 4.74\% |
| Boulder County | 1,184,677 | 1,212,360 | 2.34\% | 1.39\% |
| Metro Denver | 4,063,261 | 6,051,998 | 48.94\% | 6.92\% |
| Colorado All Other | 282,918 | 231,596 | -18.14\% | 0.26\% |
| Out of State | 9,000,268 | 9,370,490 | 4.11\% | 10.72\% |
| Airport | 27,541 | 19,168 | -30.40\% | 0.02\% |
| Gunbarrel Industrial | 4,544,637 | 4,244,038 | -6.61\% | 4.85\% |
| Gunbarrel Commercial | 1,038,731 | 1,043,591 | 0.47\% | 1.19\% |
| Pearl Street Mall | 2,241,668 | 2,379,092 | 6.13\% | 2.72\% |
| Boulder Industrial | 7,196,875 | 7,417,989 | 3.07\% | 8.48\% |
| Unlicensed Receipts | 2,957,136 | 1,269,846 | -57.06\% | 1.45\% |
| County Clerk | 1,822,967 | 2,034,941 | 11.63\% | 2.33\% |
| Public Utilities | 4,549,386 | 4,886,105 | 7.40\% | 5.59\% |
| Refunds | -283,770 | -183,234 | -35.43\% | -0.21\% |
| Total Sales and Use Tax | 85,180,517 | 87,430,472 | 2.64\% | 100.00\% |


| Miscellaneous Tax Statistics | DECEMBER YTD Actual |  |  |
| :---: | :---: | :---: | :---: |
|  | 2009 | 2010 | \% Change in Taxable Sales |
| Total Food Service Tax | 483,132 | 503,280 | 4.17\% |
| Accommodations Tax | 3,075,024 | 3,269,618 | 6.33\% |
| Admissions Tax | 578,043 | 564,432 | -2.35\% |
| License Fees | 26,000 | 31,000 | 19.23\% |
| Trash Tax | 1,287,440 | 2,156,925 | 67.54\% |

COMPARISON OF YEAR-TO-DATE ACTUAL REVENUE FOR THE YEAR 2010 TO COMPARABLE PERIOD IN $20 c$

USE TAX BY CATEGORY

| DECEMBER YTD Actual |  |  | Standard Industrial Code | DECEMBER YTB Actual |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2009 | 2010 | \% Change |  | 2009 | 2010 | \%Change |
| 131,307 | 154,598 | 17.74\% | Food Stores | 11,028,802 | 10,975,934 | -0.48\% |
| 184,389 | 105,590 | -42.74\% | Eating Places | 10,388,451 | 10,824,892 | 4.20\% |
| 35,005 | 57,429 | 64.06\% | Apparel Stores | 2,591,015 | 2,632,944 | 1.62\% |
| 35,807 | 18,231 | -49.08\% | Home Furnishings | 2,543,428 | 2,578,934 | 1.40\% |
| 1,409,151 | 1,945,359 | 38.05\% | General Retail | 16,105,912 | 17,334,217 | 7.63\% |
| 676,699 | 326,226 | -51.79\% | Transportation/Utilities | 6,635,750 | 7,177,346 | 8.16\% |
| 1,842,565 | 2,079,448 | 12.86\% | Automotive Trade | 3,097,245 | 3,283,162 | 6.00\% |
| 14,606 | 13,458 | -7.86\% | Building Material-Retail | 2,784,180 | 2,948,762 | 5.91\% |
| 4,851,654 | 5,892,474 | 21.45\% | Construction Use Tax | 0 | 0 | na |
| 0 | 0 | na | Construction Sales Tax | 382,810 | 506,689 | 32.36\% |
| 222,077 | 109,925 | -50.50\% | Consumer Electronics | 1,503,070 | 1,752,315 | 16.58\% |
| 3,086,389 | 1,725,586 | -44.09\% | Computer Related Business | 2,628,077 | 3,242,497 | 23.38\% |
| 6,097,023 | 3,712,275 | -39.11\% | All Other | 7,188,874 | 8,215,412 | 14.28\% |
| 18,586,673 | 16,140,600 | -13.16\% | Total Sales and Use Tax | 66,877,613 | 71,473,106 | 6.87\% |
| USE TAX BY CATEGORY |  |  |  | SALES TAX BY CATEGORY |  |  |
| DECEMBER YTD Actual |  |  | Geographic Code | DECEMBER YTD Actual |  |  |
| 2009 | 2010 | \% Change |  | 2009 | 2010 | \% Change |
| 42,361 | 52,747 | 24.52\% | North Broadway | 1,085,871 | 1,190,774 | 9.66\% |
| 239,191 | 263,629 | 10.22\% | Downtown | 5,412,522 | 5,612,824 | 3.70\% |
| 15,664 | 60,445 | 285.89\% | Downtown Extension | 519,110 | 365,036 | -29.68\% |
| 12,586 | 76,905 | 511.02\% | UHGID (the "hill") | 1,045,162 | 1,073,843 | 2.74\% |
| 59,298 | 43,226 | -27.10\% | East Downtown | 489,920 | 533,094 | 8.81\% |
| 100,382 | 225,377 | 124.52\% | N. 28th St. Commercial | 4,351,640 | 4,306,534 | -1.04\% |
| 25,412 | 18,688 | -26.46\% | N. Broadway Annex | 425,463 | 432,886 | 1.74\% |
| 23,172 | 39,463 | 70.30\% | University of Colorado | 1,029,257 | 971,076 | -5.65\% |
| 55,492 | 56,632 | 2.05\% | Basemar | 1,339,146 | 1,627,977 | 21.57\% |
| 814,337 | 431,384 | -47.03\% | BVRC | 15,869,371 | 16,192,855 | 2.04\% |
| 137,378 | 93,634 | -31.84\% | 29th Street | 5,833,516 | 6,403,527 | 9.77\% |
| 29,409 | 27,311 | -7.13\% | Table Mesa | 2,252,679 | 2,335,527 | 3.68\% |
| 28,800 | 12,561 | -56.38\% | The Meadows | 1,000,594 | 864,112 | -13.64\% |
| 2,066,401 | 1,805,596 | -12.62\% | All Other Boulder | 2,250,087 | 2,334,828 | 3.77\% |
| 392,275 | 374,575 | -4.51\% | Boulder County | 792,401 | 837,784 | 5.73\% |
| 1,466,551 | 3,037,838 | 107.14\% | Metro Denver | 2,596,710 | 3,014,160 | 16.08\% |
| 156,229 | 53,204 | -65.94\% | Colorado All Other | 126,689 | 178,392 | 40.81\% |
| 1,580,074 | 495,280 | -68.65\% | Out of State | 7,420,193 | 8,875,209 | 19.61\% |
| 13,691 | 3,474 | -74.63\% | Airport | 13,850 | 15,695 | 13.31\% |
| 3,606,052 | 3,008,176 | -16.58\% | Gunbarrel Industrial | 938,585 | 1,235,862 | 31.67\% |
| 6,442 | 6,913 | 7.33\% | Gunbarrel Commercial | 1,032,290 | 1,036,677 | 0.43\% |
| 30,945 | 37,419 | 20.92\% | Pearl Street Mall | 2,210,722 | 2,341,672 | 5.92\% |
| 3,025,690 | 2,895,318 | -4.31\% | Boulder Industrial | 4,171,185 | 4,522,671 | 8.43\% |
| 2,662,624 | 814,868 | -69.40\% | Unlicensed Receipts | 294,512 | 454,978 | 54.49\% |
| 1,822,967 | 2,034,941 | 11.63\% | County Clerk | 0 | 0 | na |
| 173,250 | 170,993 | -1.30\% | Public Utilities | 4,376,136 | 4,715,112 | 7.75\% |
| 18,586,673 | 16,140,600 | -13.16\% | Total Sales and Use Tax | 66,877,613 | 71,473,106 | 6.87\% |


| REVENUE CATEGORY | YEAR | JAN | FEB | MAR | APR | MAY | JuN | Jut | AUG | SEP | OCT | Nov | DEC | TOTAL | Taxable Sales |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| RETAIL SALES TAX | 2003 | 3,872,314 | 3,874,955 | 5,055,136 | 4,093,068 | 4,264,729 | 5,232,316 | 4,167,686 | 4,663,992 | 5,171,981 | 4,288,213 | 4,246,924 | 5,940,175 | 54,871,489 | -4.94\% |
| Rate Chg 3.26\%>3.41\% | 2004 | 4,394,136 | 4,170,467 | 5,327,051 | 4,339,594 | 4,461,055 | 5,340,555 | 4,333,128 | 4,749,658 | 5,542,805 | 4,450,731 | 4,518,629 | 6,602,036 | 58,229,844 | 1.45\% |
| Rate 3.41\% | 2005 | 4,255,041 | 4,453,370 | 5,232,389 | 4,353,026 | 4,576,864 | 5,535,196 | 4,494,079 | 5,013,379 | 5,550,916 | 4,541,790 | 4,769,700 | 6,932,929 | 59,708,680 | 2.54\% |
|  | 2006 | 4,734,249 | 4,645,436 | 5,537,253 | 4,659,458 | 4,882,331 | 6,129,363 | 4,737,773 | 5,237,757 | 6,156,056 | 4,950,305 | 4,387,847 | 7,891,618 | 63,949,446 | 7.10\% |
| Rate Chg 3.41\%>3.56\% | 2007 | 5,118,353 | 5,014,615 | 6,918,421 | 4,965,981 | 5,500,701 | 6,712,841 | 5,565,371 | 6,393,028 | 6,954,377 | 5,747,963 | 5,695,703 | 8,411,484 | 72,998,838 | 9.34\% |
| Rate Chg 3.56\%>3.41\% | 2008 | 5,197,400 | 5,105,109 | 6,005,946 | 5,331,447 | 5,488,450 | 6,572,335 | 5,508,796 | 6,258,640 | 6,620,535 | 5,382,779 | 5,255,155 | 7,443,455 | 70,170,045 | 0.35\% |
| Rate3.41\% | 2009 | 4,919,570 | 4,659,632 | 5,850,038 | 5,077,648 | 5,131,444 | 6,428,343 | 5,206,770 | 5,790,533 | 6,093,314 | 5,170,325 | 4,735,769 | 7,814,230 | 66,877,613 | -4.69\% |
|  | 2010 | 4,576,034 | 5,386,190 | 6,196,697 | 5,320,225 | 5,470,595 | 6,895,283 | 5,522,076 | 5,943,315 | 6,855,385 | 5,652,938 | 5,240,211 | 8,414,157 | 71,473,106 | 6.87\% |
| Change from prior year (Month) |  | -6.98\% | 15.59\% | 5.93\% | 4.78\% | 6.61\% | 7.26\% | 6.06\% | 2.64\% | 12.51\% | 9.33\% | 10.65\% | 7.68\% |  |  |
| Change from prior year (YTD) |  | -6.98\% | 4.00\% | 4.73\% | 4.74\% | 5.12\% | 5.55\% | 5.62\% | 5.22\% | 6.12\% | 6.43\% | 6.76\% | 6.87\% |  |  |


| CONSUMER USE TAX | 2003 | 798,157 | 517,559 | 836,398 | 877,962 | 786,286 | 962,785 | 656,799 | 819,164 | 914,869 | 635,455 | 1,045,632 | 1,052,566 | 9,903,632 | 2.8 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| (includes Motor Vehicle) | 2004 | 980,229 | 665,018 | 899,453 | 742,692 | 724,614 | 866,974 | 810,874 | 922,401 | 941,990 | 728,634 | 750,971 | 1,181,776 | 10,215,625 | -1.39 |
| Rate3.41\% | 2005 | 827,887 | 507,036 | 951,085 | 1,016,614 | 1,103,592 | 1,001,048 | 864,720 | 788,465 | 1,094,030 | 758,937 | 968,467 | 1,248,300 | 11,130,180 | 8.95 |
|  | 2006 | 686,686 | 517,101 | 1,277,146 | 577,144 | 964,529 | 781,362 | 895,403 | 776,258 | 1,054,696 | 727,776 | 1,092,224 | 1,287,157 | 10,637,482 | -4.43\% |
| Rate Chg 3.41\%>3.56\% | 2007 | 763,650 | 574,006 | 975,178 | 888,726 | 733,196 | 858,072 | 975,456 | 652,501 | 923,667 | 732,463 | 716,317 | 1,575,908 | 10,369,140 | -6.63 |
| RateChg3.56\%>3.41\% | 2008 | 818,034 | 991,472 | 1,109,160 | 669,214 | 736,901 | 1,067,769 | 732,334 | 596,399 | 899,934 | 989,683 | 599,876 | 1,253,267 | 10,464,043 | 5.35 |
| Rate3.41\% | 2009 | 909,558 | 657,250 | 1,062,587 | 997,891 | 531,724 | 790,819 | 858,325 | 1,299,767 | 989,089 | 741,578 | 698,452 | 1,600,457 | 11,137,497 | 6.44 |
|  | 2010 | 687,502 | 778,796 | 913,223 | 701,931 | 662,382 | 945,800 | 620,328 | 633,593 | 909,315 | 752,143 | 618,493 | 1,366,131 | 9,589,636 | -13.9 |
| Change from prior year (Month) |  | -24.41\% | 18.49\% | -14.06\% | -29.66\% | 24.57\% | 19.60\% | -27.73\% | -51.25\% | -8.07\% | 1.42\% | -11.45\% | -14.64\% |  |  |
| Change from prior year (YTD) |  | -24.41\% | -6.41\% | -9.50\% | -15.05\% | -9.98\% | -5.26\% | -8.58\% | -16.38\% | -15.37\% | -13.96\% | -13.77\% | -13.90\% |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CONSTRUCTION USE TAX | 2003 | 104,449 | 121,585 | 138,559 | 238,246 | 415,756 | 675,308 | 220,413 | 259,946 | 239,337 | 161,913 | 292,983 | 388,157 | 3,256,653 | \#REF! |
| Rate Chg3.26\%>3.41\% | 2004 | 210,383 | 336,148 | 387,487 | 490,426 | 229,416 | 181,732 | 204,851 | 155,409 | 212,299 | 119,283 | 238,459 | 283,087 | 3,048,978 | -10.50 |
| Rate 3.41\% | 2005 | 912,585 | 782,540 | 287,865 | 461,878 | 456,073 | 913,197 | 186,408 | 235,308 | 282,503 | 276,247 | 288,104 | 514,975 | 5,597,684 | 83.59 |
|  | 2006 | 197,263 | 331,341 | 420,749 | 294,094 | 337,237 | 774,420 | 352,533 | 261,409 | 343,749 | 559,975 | 410,958 | 1,018,272 | 5,302,000 | -5.28 |
| Rate Chg 3.41\%>3.56\% | 2007 | 293,078 | 347,860 | 112,016 | 293,061 | 621,413 | 430,207 | 1,119,425 | 259,226 | 421,376 | 286,524 | 376,978 | 253,590 | 4,814,755 | -13.02 |
| RateChg3.56\%>3.41\% | 2008 | 330,080 | 347,219 | 748,549 | 454,797 | 327,855 | 241,649 | 100,759 | 442,652 | 347,954 | 217,885 | 107,831 | 381,753 | 4,048,982 | -12.2 |
| Rate3.41\% | 2009 | 944,905 | 111,907 | 425,028 | 776,511 | 279,761 | 995,132 | 721,209 | 676,301 | 235,485 | 223,169 | 591,970 | 1,467,798 | 7,449,176 | 83.98 |
|  | 2010 | 591,599 | 242,591 | 245,829 | 362,619 | 226,230 | 1,921,675 | 1,075,078 | 467,423 | 245,361 | 234,021 | 406,868 | 531,670 | 6,550,964 | -12.06 |
| Change from prior year (Month) |  | -37.39\% | 116.78\% | -42.16\% | -53.30\% | -19.13\% | 93.11\% | 49.07\% | -30.89\% | 4.19\% | 4.86\% | -31.27\% | -63.78\% |  |  |
| Change from prior year (YTD) |  | -37.39\% | -21.07\% | -27.12\% | -36.12\% | -34.25\% | 1.62\% | 9.66\% | 4.10\% | 4.11\% | 4.14\% | 0.63\% | -12.06\% |  |  |


| L FOR MONTH \& C | M PR | YEAR | TH \& Y |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2003 | 4,774,920 | 4,514,099 | 6,030,093 | 5,209,277 | 5,466,771 | 6,870,410 | 5,044,897 | 5,743,101 | 6,326,188 | 5,085,581 | 5,585,538 | 7,380,897 | 68,031,774 | -4.88 |
| Rate Chg 3.26\%>3.41\% | 2004 | 5,584,748 | 5,171,633 | 6,613,991 | 5,572,712 | 5,415,085 | 6,389,261 | 5,348,853 | 5,827,468 | 6,697,093 | 5,298,647 | 5,508,059 | 8,066,899 | 71,494,448 | 0.47 |
| Rate 3.41\% | 2005 | 5,995,513 | 5,742,946 | 6,471,340 | 5,831,518 | 6,136,529 | 7,449,441 | 5,545,207 | 6,037,152 | 6,927,449 | 5,576,974 | 6,026,271 | 8,696,204 | 76,436,545 | $6.91 \%$ |
|  | 2006 | 5,618,198 | 5,493,878 | 7,235,148 | 5,530,696 | 6,184,096 | 7,685,145 | 5,985,709 | 6,275,424 | 7,554,500 | 6,238,056 | 5,891,030 | 10,197,046 | 79,888,928 | 4.5 |
| Rate Chg 3.41\%>3.56\% | 2007 | 6,175,081 | 5,936,481 | 8,005,615 | 6,147,768 | 6,855,311 | 8,001,120 | 7,660,252 | 7,304,754 | 8,299,420 | 6,766,951 | 6,788,999 | 10,240,982 | 88,182,732 | 5.73\% |
| Ratechg3.56\%>3.41\% | 2008 | 6,345,513 | 6,443,800 | 7,863,654 | 6,455,459 | 6,553,206 | 7,881,753 | 6,341,889 | 7,297,691 | 7,868,423 | 6,590,347 | 5,962,862 | 9,078,475 | 84,683,070 | 0.26\% |
| Rzte3.41\% | 2009 | 6,774,033 | 5,428,789 | 7,337,653 | 6,852,049 | 5,942,929 | 8,214,294 | 6,786,304 | 7,766,601 | 7,317,887 | 6,135,072 | 6,026,191 | 10,882,485 | 85,464,286 | 0.92 |
|  | 2010 | 5,855,134 | 6,407,577 | 7,355,749 | 6,384,774 | 6,359,207 | 9,762,758 | 7,217,482 | 7,044,332 | 8,010,061 | 6,639,102 | 6,265,572 | 10,311,957 | 87,613,706 | 2.51 |
| Less Refunds | 2003 | -34,330 | -8,827 | -7,078 | -134,798 | -41,772 | -76,328 | -422 | -596 | -69,164 | -3,779 | -579 | -46,599 | -424,272 |  |
|  | 2004 | -1,343 | -10,505 | -636 | -872 | -5,963 | -151 | -1,299 | -4,643 | -244 | -27,318 | -5,758 | -4,330 | -63,061 |  |
|  | 2005 | -246 | -66,044 | -909 | -2,666 | -1,647 | -10,080 | -3,062 | -4,207 | -846 | -1,586 | 0 | -4,757 | -96,051 |  |
|  | 2006 | -40,302 | -5,272 | -22,761 | -363 | -5,099 | 0 | 0 | -7,568 | -806 | -5,947 | -406 | -16,773 | -105,296 |  |
|  | 2007 | 0 | -38,291 | -2,013 | -729 | -9,326 | -14,547 | -14,440 | -677 | 0 | -5,963 | 0 | -5,015 | -91,001 |  |
|  | 2008 | -978 | 0 | -46,974 | -1,409 | 0 | -2,375 | -445 | -9,493 | -1,429 | 0 | -48,521 | -500 | -112,123 |  |
| Less Refunds | 2009 | -3,335 | 0 | 0 | -1,111 | -602 | -692 | -967 | -3,520 | -2,747 | -179,087 | -65,331 | -26,376 | -283,770 |  |
|  | 2010 | -3,469 | -68,130 | -35,924 | -1,444 | -43,920 | -3,832 | -1,648 | -4,204 | -7,969 | 0 | -12,480 | -214 | -183,234 |  |
| Adjusted total | 2003 | 4,740,591 | 4,505,272 | 6,023,015 | 5,074,479 | 5,424,999 | 6,794,082 | 5,044,475 | 5,742,505 | 6,257,023 | 5,081,802 | 5,584,959 | 7,334,298 | 67,607,502 | -5.219 |
| Rate Chg 3.26\% $>3.41 \%$ | 2004 | 5,583,406 | 5,161,128 | 6,613,354 | 5,571,840 | 5,409,121 | 6,389,110 | 5,347,554 | 5,822,825 | 6,696,849 | 5,271,329 | 5,502,301 | 8,062,569 | 71,431,386 | 1.0 |
| Rate 3.41\% | 2005 | 5,995,266 | 5,676,902 | 6,470,431 | 5,828,852 | 6,134,882 | 7,439,361 | 5,542,145 | 6,032,946 | 6,926,603 | 5,575,388 | 6,026,271 | 8,691,446 | 76,340,493 | 6.878 |
|  | 2006 | 5,577,896 | 5,488,606 | 7,212,388 | 5,530,333 | 6,178,998 | 7,685,145 | 5,985,709 | 6,267,856 | 7,553,694 | 6,232,110 | 5,890,624 | 10,180,273 | 79,783,631 | 4.5 |
| Rate Chg3.41\%>3.56\% | 2007 | 6,175,081 | 5,898,190 | 8,003,602 | 6,147,039 | 6,845,984 | 7,986,572 | 7,645,812 | 7,304,077 | 8,299,420 | 6,760,988 | 6,788,999 | 10,235,967 | 88,091,731 | $5.76 \%$ |
|  | 2008 | 6,344,536 | 6,443,800 | 7,816,680 | 6,454,050 | 6,553,206 | 7,879,378 | 6,341,444 | 7,288,198 | 7,866,995 | 6,590,347 | 5,914,341 | 9,077,975 | 84,570,947 | $0.23 \%$ |
| Rate3.41\% | 2009 | 6,770,698 | 5,428,789 | 7,337,653 | 6,850,938 | 5,942,327 | 8,213,602 | 6,785,337 | 7,763,080 | 7,315,140 | 5,955,985 | 5,960,860 | 10,856,109 | 85,180,517 | $0.72 \%$ |
|  | 2010 | 5,851,665 | 6,339,447 | 7,319,826 | 6,383,330 | 6,315,288 | 9,758,926 | 7,215,834 | 7,040,127 | 8,002,092 | 6,639,102 | 6,253,092 | 10,311,744 | 87,430,472 | 2.64 |
| \% Change (month) |  | -13.57\% | 16.77\% | -0.24\% | -6.83\% | 6.28\% | 18.81\% | 6.34\% | -9.31\% | 9.39\% | 11.47\% | 4.90\% | -5.01\% |  |  |
| \% Change (YTD) |  | -13.57\% | -0.07\% | -0.13\% | -1.87\% | -0.37\% | 3.51\% | 3.92\% | 2.05\% | 2.91\% | 3.66\% | 3.76\% | 2.64\% |  |  |

