

City of Boulder Sales & Use Tax Revenue Report December, 2011

Issued February 22, 2012

This report provides information and analysis related to total 2011 sales and use tax collections. 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 Eric Nickell, Budget Director, at (303) 441-3007 or nickelle@bouldercolorado.gov.

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 December YTD 2011 over the same time period in 2010. As reflected in Table 1, Total sales and use tax has increased from the 2010 base by 5.73%.

**TABLE 1
ACTUAL REVENUE**

| TAX CATEGORY | % CHANGE IN REVENUE Increase/(Decrease) | % OF TOTAL |
|----------------------------------|---|----------------|
| Sales Tax | 4.88% | 81.09% |
| Business/Consumer Use Tax | 21.24% | 9.91% |
| Construction Use Tax | (5.78%) | 6.68% |
| Motor Vehicle Use Tax | 13.45% | 2.50% |
| Refunds | -11.21% | -0.18% |
| Total Sales & Use Tax | 5.73% | 100.00% |

Although we still struggle to return to pre-recession trends, Table 2 also illustrates that recent collections may be getting closer to recovering some of the losses experienced during the recent recession.

**TABLE 2
3 YEAR DECEMBER YTD COMPARISON**

| Category | Percent Increase/(Decrease) | | |
|--|-----------------------------|----------|---------|
| | 2009 | 2010 | 2011 |
| Retail Sales Tax | (4.69%) | 6.87% | 4.88% |
| Business/Consumer Use Tax (incl. vehicles) | 6.44% | (13.90%) | 19.59% |
| Construction Use Tax | 83.98% | (12.06%) | (5.78%) |
| Total | 0.72% | 2.64% | 5.73% |

ANALYSIS OF RESULTS

- Retail Sales Tax – Actual retail receipts are up by 4.88%.
- Business/Consumer Use Tax – This category tends to be volatile in nature and the short-term results do not necessarily reflect trends. But after two years of negative results in this category, we are hopeful that the December YTD increase of 21.24% is an indication that business confidence is improving and, combined with temporary changes to Federal tax policy, will result in continuing strength in business investments.
- Construction Use Tax – This category is down by 5.78% December YTD. This is primarily due to the fact that the 2010 comparison amounts included several large CU projects and a significant project at NIST. These large 2010 projects were one-time in nature and the scope of construction use tax revenue in 2011 was expected to be slightly lower than that collected in 2010.
- Motor Vehicle Use is up by 13.45%

DETAILED ANALYSIS OF MAJOR CATEGORIES

The following monthly information is provided to enable the identification of trends in the various categories.

Retail Sales Tax – December YTD increased by 4.88%. The weakness in December had no single source. This weakness mirrors national trends. According to the Commerce Department (National) retail sales inched up only 0.1 percent in December. Many retailers said they had to offer steep discounts in December to attract holiday shoppers.

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|--------|---------|-------|-------|-------|-------|-------|-------|-------|-------|--------|---------|
| 17.88% | (4.71%) | 8.00% | 5.83% | 4.35% | 1.76% | 1.07% | 9.90% | 6.29% | 2.00% | 11.27% | (0.29%) |

Food Stores - Retail sales tax revenue for food stores is up by 9.91% YTD. The relatively high percent increase is partially due to a timing issue.

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|--------|-------|---------|-------|-------|-------|---------|--------|-------|--------|--------|--------|
| 24.77% | 1.59% | (9.54%) | 4.78% | 0.11% | 9.51% | (2.31%) | 36.68% | 9.33% | 18.24% | 17.64% | 15.88% |

Sales at **Eating Places** are both an important revenue source (Eating Places comprise 12.79% of retail sales/use tax) and are usually 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 December YTD retail tax at Eating Places is up by 8.47%.

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|-------|-------|-------|-------|--------|--------|--------|-------|--------|-------|-------|-------|
| 9.77% | 3.08% | 9.75% | 7.16% | 10.16% | 10.25% | 10.36% | 8.31% | 11.19% | 5.68% | 9.68% | 5.84% |

Apparel Store retail sales are up by 28.39% YTD. This increase includes the first eight full months of returns from the new Nordstrom Rack store located in the TwentyNinth Street area.

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|-------|-------|-------|--------|--------|--------|--------|--------|--------|--------|--------|-------|
| 6.63% | 0.96% | 9.89% | 21.04% | 17.05% | 36.03% | 37.68% | 32.21% | 38.71% | 31.21% | 25.22% | 4.10% |

General Retail is up by 4.95% YTD.

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|-------|-------|--------|--------|-------|-------|-------|---------|--------|---------|-------|--------|
| 7.10% | 0.84% | 11.14% | 10.01% | 6.31% | 2.77% | 6.05% | (1.21%) | 17.23% | (0.58%) | 0.32% | -0.29% |

Utilities (primarily retail sales tax on natural gas and electricity) are down by 2.94% YTD. Tax on Public Utilities comprises approximately 5.00% of total sales and use tax revenue. The negative results earlier in the year appear to be reversing.

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|----------|---------|---------|----------|---------|---------|---------|-------|-------|---------|-------|-------|
| (10.66%) | (0.54%) | (8.33%) | (11.26%) | (0.99%) | (5.68%) | (7.29%) | 4.43% | 8.33% | (0.26%) | 9.45% | 0.69% |

MEDICAL MARIJUANA BUSINESS SALES TAX

In response to the interest expressed in this emerging industry, this 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 2011 is presented below. Total December YTD retail sales tax revenue collected in this category is \$760,149. This industry represents less than one half one percent of total sales and use tax collections.

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| \$55,982 | \$68,348 | \$58,134 | \$71,721 | \$58,248 | \$59,149 | \$54,333 | \$72,572 | \$74,069 | \$66,031 | \$51,004 | \$70,553 |

Significant YTD increases / decreases by tax category are summarized in Table 3.

TABLE 3

| 2011 RETAIL SALES TAX (% Change in Comparable YTD Collections) | |
|--|--|
| STRENGTHS: <ul style="list-style-type: none"> ▪ Food Stores up by 9.91% ▪ Eating Places up by 8.47% ▪ Apparel Stores up by 28.39% ▪ Home Furnishings up by 6.66% ▪ General Retail up by 4.95% ▪ Automotive Trade up by 7.34% ▪ Consumer Electronics up by 39.08% ▪ Downtown up by 6.77% ▪ North 28th St Commercial up by 0.34% ▪ Univ. of Colorado up by 5.01% ▪ Basemar up by 10.56% ▪ BVRC (excl 29th St) up by 4.75% ▪ TwentyNinth St up by 4.28% ▪ Table Mesa up by 1.37% ▪ All Other Boulder up by 13.38% ▪ Metro Denver up by 17.04% ▪ Gunbarrel Commercial up by 6.09% ▪ Out of State up by 7.36% ▪ Pearl Street Mall up by 5.71% ▪ Boulder Industrial up by 9.36% | WEAKNESSES: <ul style="list-style-type: none"> ▪ UHGID down by 2.54% ▪ Computer Related Business down by 15.41% (use tax in this category up by 71.38%) ▪ The Meadows down by 1.21% ▪ Gunbarrel Industrial down by 25.68% ▪ Transportation/Utilities down by 2.96% ▪ Building Material/Retail down by 1.87% |

**2011 USE TAX
(% Change in YTD Comparable Collections)**

| | |
|---|---|
| <p>STRENGTHS:</p> <ul style="list-style-type: none"> ▪ Motor Vehicle Use Tax up by 13.45% ▪ Computer Related Business Use Tax up by 71.38% (sales tax in this category down by 15.41%) | <p>WEAKNESSES</p> <ul style="list-style-type: none"> ▪ Construction Use Tax down by 5.78% |
|---|---|

ACCOMMODATION TAX

Authorized by a vote of the people in November of 2010, Accommodation Tax increased from 5.50% to 7.50% on January 1, 2011. Therefore, the following chart provides information on both the December YTD increase in base revenue (the comparison at 5.50%) and revenue associated with the increase in rate.

| | 2010 | 2011 | % Change |
|--------------------------------|-------------|-------------|----------|
| Tax at 5.50% | \$2,903,716 | \$3,336,543 | 7.60% |
| Additional 2.00% Tax | | \$1,279,275 | |
| Total Accommodation Tax | \$3,269,618 | \$4,797,280 | |

ADMISSIONS TAX

Admissions Tax increased by 3.87%.

REVIEW OF VARIOUS ECONOMIC PREDICTIONS FOR THE FUTURE

The economy appears to have stabilized somewhat and continues to expand at a very moderate pace. Even though City of Boulder sales and use tax revenue has been relatively strong for 2011 most predictions forecast a weakening in the rate of increase in 2012 from those strong 2011 increases, particularly in retail sales tax, and the future remains uncertain. The following information discusses some of the positive events and the continuing negative pressures that will impact City of Boulder sales and use tax revenue. Staff will continue to monitor actual results and economic events and modify revenue projections as necessary.

The February 15th Boulder *County Business Report* states “It's official: Trader Joe's selects Boulder”
By Beth Potter

California-based Trader Joe's said Tuesday that it planned to open a new store in Boulder in 2013 at 1906 28th St., currently the home of an Applebee's restaurant. It's not clear if Applebee's plans to relocate. The spot is part of the Twenty Ninth Street retail district.

A new building of about 14,000 square feet is expected to be built for the new store, according to a press statement from Trader Joe's. The store will feature a festive decor of cedar covered walls, Hawaiian motifs and art that celebrates the local neighborhood, Trader Joe's said.

The new grocery store is expected to draw customers from around the region, said Kate Honea, marketing

manager at Twenty Ninth Street.

Trader Joe's bills itself as a "unique, neighborhood grocery store" with more than 1,000 items under its own private label. The company filed documents to operate in Colorado about a month ago. Trader Joe's has not filed an application with the city to sell liquor.

The Vectra Bank index points to economic growth according to the February 10, 2012 Boulder County Business Report:

DENVER - Small businesses in Colorado could see economic growth in 2012, despite the continued lackluster performance of the U.S. economy, said Jeff Thredgold, a corporate economist for Vectra Bank Colorado.

"Most of Colorado's 2012 economic growth will be generated internally, as the overall U.S. economy will provide little boost," Thredgold said in an analysis of Vectra Bank's latest Colorado Small Business Index released Thursday afternoon.

The Vectra Bank Colorado Small Business Index for Colorado measured 116.0 in January, up from a revised 112.0 in December. A lower index number is associated with less favorable business conditions for Colorado's small businesses. The index uses a 100-point scale, with 1997 as its base calendar year.

Colorado's unemployment rate was 7.9 percent in January, slightly down from December's unemployment rate of 8 percent. Total statewide employment grew by 24,400 jobs in the last year, according to the index.

The lower unemployment rate in January indicates more job creation, greater income gains and higher retail sales, according to the index. But it also means small businesses have less access to new workers.

January's 7.9 percent unemployment rate compares favorably to an unemployment rate of 8.9 percent for the same month a year ago, according to the index.

An article titled "Economy to be Slow but Steady" by Beth Potter in the Jan 27, 2012 *Boulder County Business Report* also discusses the outlook for the Boulder economy:

BOULDER - The Boulder Valley economy should see slow but steady improvement in 2012, although potential funding cuts at federal labs may create a dark spot on the horizon. That was the word from Richard Wobbekind, University of Colorado, Boulder economist, and four community leaders who presented the Boulder Economic Council's 2012 economic forecast Thursday.

Boulder is slightly ahead of the curve of the rest of the state in several statistical areas, Wobbekind said. In addition, federal labs based in the city and the heavy emphasis on research at the University of Colorado have created a strong base for funding that has been somewhat resistant to economic factors at play in other parts of the country, panelists said.

There's uncertainty about how future federal budgets may be used to fund federal labs in the future, however, Schmidt said. An estimated \$1.5 billion annually goes into the Colorado economy from the 16,000 direct and indirect jobs created by labs such as UCAR, the National Center for Atmospheric Research, and the National Oceanic and Atmospheric Administration in Boulder.

At the same time, companies laid off some employees in the professional services and information

Hiring and capital expenditures had readings of 52.7 and 52.8 respectively, up from 46.8 and 46.7 last quarter. Thirty percent of respondents said they planned to hire in the coming quarter, and another 45 percent said they planned to hold steady. "You put these numbers together and that means that 75 percent of businesses are either planning to hire or remain stable — they aren't letting employees go," Wobbekind said. "I think that's very bullish in terms of the employment picture."

Many economic indicators released in the last quarter suggest the nation's slow recovery is being sustained, and that's improving the outlook of business leaders, the release said

"As we see these metrics come in, business people start to feel better about the economy going forward and that there is going to be sustained growth," he said.

An article in the November 5, 2011 *Camera* reports the positive news that some large voids in Twenty Ninth's Street's central plaza have been filled.

When bankrupt Borders Group Inc. shuttered its stores earlier this year, Boulder's Twenty Ninth Street was left with a 22,000-square-foot hole in a section of the mall already hampered by vacancies. In addition to S.A. Elite – Sports Authority's technical apparel-focused boutique... mall officials quietly inked leases on the second level and two of the restaurants, said JT Fulton, property manager. Starlight Diner and Lounge, a 1950s-style diner, will occupy the former location of the similarly themed Ruby's Diner; the Boulder Loft, a café and dance club for teens, took the former Railyard Restaurant & Saloon space; and Bodacious Beauty, Lynda.com and Aspen Tan are completing tenant finishes on three second-floor spaces. Fulton said he also plans to have a tenant secured for the former Purple Martini locale. "We're getting close to where we're 100 percent occupancy," he said.

Nordstrom's Rack opened for business in Boulder on April 28, 2011. The store occupies a 39,000 square foot space and opened with 100 employees. May 2011 was the first full month of sales from this newly opened store.

The January 31, 2012 report from the *Conference Board Consumer Confidence Index* indicates that consumer confidence has slightly decreased:

The Conference Board *Consumer Confidence Index*[®], which had increased in December, retreated in January. The Index now stands at 61.1 (1985=100), down from 64.8 in December. The Present Situation Index declined to 38.4 from 46.5. The Expectations Index edged down to 76.2 from 77.0 in December.

Says Lynn Franco, Director of The Conference Board Consumer Research Center: "Consumer Confidence retreated in January, after large back-to-back gains in the final two months of 2011. Consumers' assessment of current business and labor market conditions turned more downbeat and is back to November 2011 levels. Regarding the short-term outlook, consumers are more upbeat about employment, but less optimistic about business conditions and their income prospects. Recent increases in gasoline prices may have consumers feeling a little less confident this month."

According to the December 20, 2011 publication of *Focus Colorado: Economic and Revenue Forecast* by the Colorado Legislative Council Staff:

The economy has stabilized and continues to expand at a modest pace. Although the business climate continues to improve, job growth is being restrained by weakness in the real estate and financial markets, slow wage growth, higher commodity prices, and general uncertainty about the direction of the economy. The greatest risk to the forecast is the European debt crisis and its potential impact on the U.S and global financial markets.

The latest State Legislative Council forecast (issued December 2011) for percentage change in various statewide economic indicators follows:

| | 2010 | 2011 | 2012 | 2013 | 2014 |
|-------------------------------|-------------|-------------|-------------|-------------|-------------|
| Unemployment Rate | 8.9% | 8.6% | 8.3% | 7.8% | 7.2% |
| Personal Income | 3.8% | 5.4% | 2.9% | 4.3% | 5.6% |
| Wage and Salary Income | 1.5% | 3.7% | 4.5% | 5.3% | 6.0% |
| Retail Trade Sales | 6.6% | 6.0% | 5.5% | 5.2% | 6.3% |
| Denver-Boulder Inflation Rate | 1.9% | 4.1% | 3.7% | 3.4% | 3.2% |

Slightly different forecasts of similar data, from the *Colorado Outlook - December 20, 2011 Economic Forecast* by the Governor's Office of State Planning and Budgeting, include the following:

| | 2010 | 2011 | 2012 | 2013 | 2014 |
|-------------------------------|-------------|-------------|-------------|-------------|-------------|
| Unemployment Rate | 8.9% | 8.5% | 8.6% | 8.2% | 7.3% |
| Personal Income | 3.8% | 5.3% | 3.5% | 5.1% | 5.7% |
| Wage and Salary Income | 1.5% | 3.9% | 2.8% | 3.8% | 5.0% |
| Retail Trade Sales | 6.3% | 6.3% | 3.6% | 4.9% | 5.5% |
| Denver-Boulder Inflation Rate | 1.9% | 3.5% | 2.3% | 3.0% | 3.4% |

In this report, the Colorado Governor's Office of State Planning and Budgeting points out some of the reasons why their forecasts for 2012 and 2013 have deteriorated:

Personal savings have declined – The personal saving rate – the share of personal saving, as a percentage of disposable income – has been generally trending downward since the early 1980's, when it was around ten percent. The personal saving rate was above 7.5 percent briefly at the end of 2009, but has trended downward since. Personal saving is important because it affects the amount of resources available for investment as well as spending patterns. Higher saving in the present often results in increased spending in later periods, as investment helps the economy grow and create jobs, and it gives households a greater sense of financial well-being.

Consumer spending has remained relatively strong despite high unemployment, weak home prices, modest income growth, and elevated gas and food prices. Nationally, retail trade sales were up 6.8 percent in November over year ago levels. Based on national data, it appears that some of the spending has been supported by borrowing and lower savings. For example, total non-revolving credit, which includes car loans, increased \$7.3 billion in October to \$1.7 trillion. Credit card debt also increased, though more modestly. Unless income and job growth picks up, the aforementioned headwinds will make it difficult for consumers to sustain their current level of spending.

technology sectors when the latest economic recession hit, and the re-hiring curve so far in the recovery has been slower than it was in previous recoveries, Wobbekind said. Such jobs make up an estimated 23 percent of the total employment picture in the region, Wobbekind said. IBM Corp. is a good example of a local company that has professional services jobs, he said.

"We're very dependent on high-tech jobs," Wobbekind said. "We have the stability of the labs and the university, but those are not areas of big growth."

On the national front, economists are concerned about the growing wealth gap between more educated people and less educated people, Wobbekind said. The gap is expected to continue to grow, both locally and nationally, he said.

According to an article by Beth Potter in the Jan 6-19 *Boulder County Business Report*, retailers are expecting growth in the coming year.

Retail sales are expected to increase 2 percent to 3 percent across Boulder and Broomfield counties in 2012, and across the state, according to Christopher Howes, president of the Colorado Retail Council, an industry trade group in Denver.

Such a gain sounds pretty good, given the lackluster economy of the past few years, until you take inflation into account, Howes said. That means that 2012 may be a make-or-break year for retailers to convince shoppers to continue to use stores rather than buy online, he said.

Downtown Boulder expects to see stronger retail growth in 2012, according to Sean Maher, executive director of Downtown Boulder Inc. New and stronger tenants have taken virtually all of the spaces on the Pearl Street Mall vacated by struggling retailers and restaurants, Maher said. Ongoing hotel occupancy in downtown Boulder is the highest it has ever been, he said. And East Pearl Street in the blocks near the walking mall has seen a resurgence of shopping and restaurants. "There's very little vacancy downtown, and for 2012, we'll see modest growth," Maher said.

A January 3, 2012 article in the *Boulder County Business Report* indicates improving confidence for the local economy:

BOULDER - Colorado's business leaders have regained their confidence as the year 2012 begins, according to the most recent Leeds Business Confidence Index, which was released Tuesday, Jan. 3, by the University of Colorado Boulder's Leeds School of Business.

Respondents' optimism has dramatically increased since the last report was issued at the start of the fourth quarter of 2011, the report's author, CU professor and economist Richard Wobbekind, said in the press release about the index.

"The first quarter index is much more positive than the fourth quarter index of 2011, and that's obviously a good thing," said Wobbekind, executive director of the Leeds School's Business Research Division. "It portends high levels of activity in all of the categories, including most importantly sales and profits and capital expenditures and hiring plans. There's quite a bit of enthusiasm being exhibited in this survey."

The reading of the index was 54.7, up from 47.3 in the third quarter. An index reading of 50 is neutral. Readings greater than 50 indicate positive expectations and lower than 50 indicate negative expectations. Indexes were up in all categories, which include industry sales and profits, capital expenditures and hiring plans, and national and state economic growth.

| Total Net Sales/Use Tax Receipts by Tax Category | DECEMBER YTD Actual | | | |
|--|---------------------|-------------------|--------------|----------------|
| | 2010 | 2011 | % Change | % of Total |
| Sales Tax | 71,473,106 | 74,960,833 | 4.88% | 81.09% |
| Business Use Tax | 7,554,695 | 9,159,513 | 21.24% | 9.91% |
| Construction Use Tax | 6,550,964 | 6,172,383 | -5.78% | 6.68% |
| Motor vehicle | 2,034,941 | 2,308,692 | 13.45% | 2.50% |
| Refunds | -183,234 | -162,690 | -11.21% | -0.18% |
| Total Sales and Use Tax | 87,430,472 | 92,438,731 | 5.73% | 100.00% |

| Total Net Sales/Use Tax Receipts by Industry Type | DECEMBER YTD Actual | | | |
|---|---------------------|-------------------|--------------|----------------|
| | 2010 | 2011 | % Change | % of Total |
| Food Stores | 11,130,533 | 12,241,084 | 9.98% | 13.24% |
| Eating Places | 10,930,482 | 11,838,300 | 8.31% | 12.81% |
| Apparel Stores | 2,690,372 | 3,426,738 | 27.37% | 3.71% |
| Home Furnishings | 2,597,165 | 2,766,830 | 6.53% | 2.99% |
| General Retail | 19,279,577 | 19,948,416 | 3.47% | 21.58% |
| Transportation/Utilities | 7,503,572 | 7,332,332 | -2.28% | 7.93% |
| Automotive Trade | 5,362,610 | 5,942,804 | 10.82% | 6.43% |
| Building Material-Retail | 2,962,221 | 2,903,474 | -1.98% | 3.14% |
| Construction Use Tax | 5,892,474 | 5,221,591 | -11.39% | 5.65% |
| Construction Sales Tax | 506,689 | 549,488 | 8.45% | 0.59% |
| Consumer Electronics | 1,862,241 | 2,492,290 | 33.83% | 2.70% |
| Computer Related Business Sector | 4,968,083 | 5,700,245 | 14.74% | 6.17% |
| All Other | 11,927,687 | 12,237,830 | 2.60% | 13.24% |
| Refunds | -183,234 | -162,690 | -11.21% | -0.18% |
| Total Sales and Use Tax | 87,430,472 | 92,438,731 | 5.73% | 100.00% |

| Total Net Sales/Use Tax Receipts by Geographic Area | DECEMBER YTD Actual | | | |
|---|---------------------|-------------------|--------------|----------------|
| | 2010 | 2011 | % Change | % of Total |
| North Broadway | 1,243,521 | 1,378,410 | 10.85% | 1.49% |
| Downtown | 5,876,454 | 6,281,046 | 6.88% | 6.79% |
| Downtown Extension | 425,482 | 489,163 | 14.97% | 0.53% |
| UHGID (the "hill") | 1,150,748 | 1,100,879 | -4.33% | 1.19% |
| East Downtown | 576,321 | 639,204 | 10.91% | 0.69% |
| N. 28th St. Commercial | 4,531,911 | 4,427,738 | -2.30% | 4.79% |
| N. Broadway Annex | 451,574 | 561,198 | 24.28% | 0.61% |
| University of Colorado | 1,010,538 | 1,031,911 | 2.12% | 1.12% |
| Basemar | 1,684,609 | 1,896,447 | 12.57% | 2.05% |
| BVRC-Boulder Valley Regional Center | 16,624,239 | 17,495,044 | 5.24% | 18.93% |
| 29th Street | 6,497,161 | 6,809,744 | 4.81% | 7.37% |
| Table Mesa | 2,362,838 | 2,409,862 | 1.99% | 2.61% |
| The Meadows | 876,674 | 872,671 | -0.46% | 0.94% |
| All Other Boulder | 4,140,424 | 4,375,583 | 5.68% | 4.73% |
| Boulder County | 1,212,360 | 1,233,498 | 1.74% | 1.33% |
| Metro Denver | 6,051,998 | 4,315,154 | -28.70% | 4.67% |
| Colorado All Other | 231,596 | 226,668 | -2.13% | 0.25% |
| Out of State | 9,370,490 | 11,391,942 | 21.57% | 12.32% |
| Airport | 19,168 | 18,600 | -2.96% | 0.02% |
| Gunbarrel Industrial | 4,244,038 | 5,460,565 | 28.66% | 5.91% |
| Gunbarrel Commercial | 1,043,591 | 1,112,854 | 6.64% | 1.20% |
| Pearl Street Mall | 2,379,092 | 2,513,510 | 5.65% | 2.72% |
| Boulder Industrial | 7,417,989 | 8,155,246 | 9.94% | 8.82% |
| Unlicensed Receipts | 1,269,846 | 1,257,308 | -0.99% | 1.36% |
| County Clerk | 2,034,941 | 2,308,692 | 13.45% | 2.50% |
| Public Utilities | 4,886,105 | 4,838,482 | -0.97% | 5.23% |
| Refunds | -183,234 | -162,690 | -11.21% | -0.18% |
| Total Sales and Use Tax | 87,430,472 | 92,438,731 | 5.73% | 100.00% |

| Miscellaneous Tax Statistics | DECEMBER YTD Actual | | |
|------------------------------|---------------------|-----------|---------------------------|
| | 2010 | 2011 | % Change in Taxable Sales |
| Total Food Service Tax | 503,280 | 548,488 | 8.98% |
| Accommodations Tax | 3,269,618 | 4,797,280 | 7.60% |
| Admissions Tax | 564,432 | 586,303 | 3.87% |
| License Fees | 31,000 | 26,400 | -14.84% |
| Trash Tax | 2,156,925 | 1,721,951 | -20.17% |

USE >> SALES

COMPARISON OF YEAR-TO-DATE ACTUAL REVENUE FOR THE YEAR 2011 TO COMPARABLE PERIOD I

| USE TAX BY CATEGORY | | | SALES TAX BY CATEGORY | | | |
|---------------------|-------------------|--------------|--------------------------------|---------------------|-------------------|--------------|
| DECEMBER YTD Actual | | | Standard Industrial Code | DECEMBER YTD Actual | | |
| 2010 | 2011 | % Change | | 2010 | 2011 | % Change |
| 154,598 | 177,877 | 15.06% | Food Stores | 10,975,934 | 12,063,207 | 9.91% |
| 105,590 | 96,593 | -8.52% | Eating Places | 10,824,892 | 11,741,706 | 8.47% |
| 57,429 | 46,301 | -19.38% | Apparel Stores | 2,632,944 | 3,380,437 | 28.39% |
| 18,231 | 16,106 | -11.66% | Home Furnishings | 2,578,934 | 2,750,724 | 6.66% |
| 1,945,359 | 1,755,867 | -9.74% | General Retail | 17,334,217 | 18,192,548 | 4.95% |
| 326,226 | 367,473 | 12.64% | Transportation/Utilities | 7,177,346 | 6,964,859 | -2.96% |
| 2,079,448 | 2,418,720 | 16.32% | Automotive Trade | 3,283,162 | 3,524,084 | 7.34% |
| 13,458 | 9,979 | -25.85% | Building Material-Retail | 2,948,762 | 2,893,495 | -1.87% |
| 5,892,474 | 5,221,591 | -11.39% | Construction Use Tax | 0 | 0 | na |
| 0 | 0 | na | Construction Sales Tax | 506,689 | 549,488 | 8.45% |
| 109,925 | 55,219 | -49.77% | Consumer Electronics | 1,752,315 | 2,437,071 | 39.08% |
| 1,725,586 | 2,957,303 | 71.38% | Computer Related Business | 3,242,497 | 2,742,942 | -15.41% |
| 3,712,275 | 4,517,558 | 21.69% | All Other | 8,215,412 | 7,720,272 | -6.03% |
| 16,140,600 | 17,640,588 | 9.29% | Total Sales and Use Tax | 71,473,106 | 74,960,833 | 4.88% |

| USE TAX BY CATEGORY | | | SALES TAX BY CATEGORY | | | |
|---------------------|-------------------|--------------|--------------------------------|---------------------|-------------------|--------------|
| DECEMBER YTD Actual | | | Geographic Code | DECEMBER YTD Actual | | |
| 2010 | 2011 | % Change | | 2010 | 2011 | % Change |
| 52,747 | 84,589 | 60.37% | North Broadway | 1,190,774 | 1,293,820 | 8.65% |
| 263,629 | 288,373 | 9.39% | Downtown | 5,612,824 | 5,992,673 | 6.77% |
| 60,445 | 14,813 | -75.49% | Downtown Extension | 365,036 | 474,351 | 29.95% |
| 76,905 | 54,317 | -29.37% | UHGD (the "hill") | 1,073,843 | 1,046,562 | -2.54% |
| 43,226 | 62,559 | 44.72% | East Downtown | 533,094 | 576,645 | 8.17% |
| 225,377 | 106,379 | -52.80% | N. 28th St. Commercial | 4,306,534 | 4,321,360 | 0.34% |
| 18,688 | 75,144 | 302.10% | N. Broadway Annex | 432,886 | 486,053 | 12.28% |
| 39,463 | 12,226 | -69.02% | University of Colorado | 971,076 | 1,019,686 | 5.01% |
| 56,632 | 96,502 | 70.40% | Basemar | 1,627,977 | 1,799,945 | 10.56% |
| 431,384 | 533,270 | 23.62% | BVRC | 16,192,855 | 16,961,774 | 4.75% |
| 93,634 | 131,856 | 40.82% | 29th Street | 6,403,527 | 6,677,888 | 4.28% |
| 27,311 | 42,293 | 54.86% | Table Mesa | 2,335,527 | 2,367,569 | 1.37% |
| 12,561 | 19,005 | 51.30% | The Meadows | 864,112 | 853,666 | -1.21% |
| 1,805,596 | 1,728,444 | -4.27% | All Other Boulder | 2,334,828 | 2,647,139 | 13.38% |
| 374,575 | 366,197 | -2.24% | Boulder County | 837,784 | 867,301 | 3.52% |
| 3,037,838 | 787,437 | -74.08% | Metro Denver | 3,014,160 | 3,527,717 | 17.04% |
| 53,204 | 47,178 | -11.33% | Colorado All Other | 178,392 | 179,491 | 0.62% |
| 495,280 | 1,863,882 | 276.33% | Out of State | 8,875,209 | 9,528,061 | 7.36% |
| 3,474 | 1,743 | -49.83% | Airport | 15,695 | 16,857 | 7.41% |
| 3,008,176 | 4,542,034 | 50.99% | Gunbarrel Industrial | 1,235,862 | 918,531 | -25.68% |
| 6,913 | 13,054 | 88.81% | Gunbarrel Commercial | 1,036,677 | 1,099,801 | 6.09% |
| 37,419 | 38,150 | 1.95% | Pearl Street Mall | 2,341,672 | 2,475,360 | 5.71% |
| 2,895,318 | 3,209,065 | 10.84% | Boulder Industrial | 4,522,671 | 4,946,181 | 9.36% |
| 814,868 | 966,866 | 18.65% | Unlicensed Receipts | 454,978 | 290,442 | -36.16% |
| 2,034,941 | 2,308,692 | 13.45% | County Clerk | 0 | 0 | na |
| 170,993 | 246,523 | 44.17% | Public Utilities | 4,715,112 | 4,591,959 | -2.61% |
| 16,140,600 | 17,640,588 | 9.29% | Total Sales and Use Tax | 71,473,106 | 74,960,833 | 4.88% |

Tax by Mo & Category

| TOTAL CITY SALES AND USE TAX COLLECTIONS | | | | | | | | | | | | | | | |
|--|------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|---------------------------|
| REVENUE CATEGORY | YEAR | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC | TOTAL | % Change in Taxable Sales |
| RETAIL SALES TAX | 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 | 4,659,253 | 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% |
| | 2011 | 5,394,367 | 5,132,437 | 6,692,597 | 5,630,200 | 5,708,608 | 7,016,826 | 5,580,953 | 6,531,707 | 7,286,644 | 5,765,805 | 5,830,545 | 8,390,145 | 74,960,833 | 4.88% |
| Change from prior year (Month) | | 17.88% | -4.71% | 8.00% | 5.83% | 4.35% | 1.76% | 1.07% | 9.90% | 6.29% | 2.00% | 11.27% | -0.29% | | |
| Change from prior year (YTD) | | 17.88% | 5.67% | 6.56% | 6.38% | 5.97% | 5.11% | 4.54% | 5.25% | 5.38% | 5.05% | 5.57% | 4.88% | | |
| CONSUMER USE TAX (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% |
| | 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 | -13.90% |
| | 2011 | 1,247,135 | 650,595 | 1,034,670 | 727,395 | 850,561 | 1,166,185 | 958,724 | 771,357 | 1,044,032 | 703,092 | 903,665 | 1,410,793 | 11,468,205 | 19.59% |
| Change from prior year (Month) | | 81.40% | -16.46% | 13.30% | 3.63% | 28.41% | 23.30% | 54.55% | 21.74% | 14.82% | -6.52% | 46.11% | 3.27% | | |
| Change from prior year (YTD) | | 81.40% | 29.42% | 23.23% | 18.77% | 20.47% | 21.04% | 24.96% | 24.62% | 23.32% | 20.36% | 22.30% | 19.59% | | |
| CONSTRUCTION USE TAX | 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 | -12.21% |
| 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% |
| | 2011 | 622,872 | 281,210 | 274,661 | 240,970 | 2,150,036 | 352,336 | 352,846 | 455,211 | 478,988 | 314,958 | 177,137 | 471,157 | 6,172,383 | -5.78% |
| Change from prior year (Month) | | 5.29% | 15.92% | 11.73% | -33.55% | 850.37% | -81.67% | -67.18% | -2.61% | 95.22% | 34.59% | -56.46% | -11.38% | | |
| Change from prior year (YTD) | | 5.29% | 8.38% | 9.14% | -1.59% | 113.90% | 9.23% | -8.37% | -7.85% | -3.15% | -1.57% | -5.28% | -5.78% | | |
| TOTAL FOR MONTH & CHANGE FROM PREVIOUS YEAR (MONTH & YTD) | | | | | | | | | | | | | | | |
| | 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 | 5,891,300 | 10,197,046 | 79,888,928 | 4.52% |
| 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 | 8,010,661 | 6,639,102 | 6,265,572 | 10,311,957 | 87,613,706 | 2.51% |
| | 2011 | 7,264,374 | 6,064,242 | 8,001,928 | 6,598,565 | 8,709,206 | 8,535,348 | 6,892,523 | 7,758,275 | 8,809,664 | 6,783,855 | 6,911,347 | 10,272,095 | 92,601,421 | 5.69% |
| Less Refunds | 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 | |
| | 2011 | -8,569 | -2,479 | -1,188 | -2,918 | 0 | 0 | -7,175 | 0 | 0 | -162 | 0 | -140,199 | -162,690 | |
| Adjusted total | 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 | 1.01% |
| 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 | 6.87% |
| | 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 | 4.51% |
| Rate Chg 3.41%>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% |
| | 2011 | 7,255,806 | 6,061,763 | 8,000,739 | 6,595,647 | 8,709,206 | 8,535,348 | 6,885,348 | 7,758,275 | 8,809,664 | 6,783,693 | 6,911,347 | 10,131,896 | 92,438,731 | 5.73% |
| % Change (month) | | 24.00% | -4.38% | 9.30% | 3.33% | 37.91% | -12.54% | -4.58% | 10.20% | 10.09% | 2.18% | 10.53% | -1.74% | | |
| % Change (YTD) | | 24.00% | 9.24% | 9.26% | 7.80% | 13.70% | 7.60% | 5.81% | 6.36% | 6.83% | 6.39% | 6.73% | 5.73% | | |