

MONTHLY SALES TAX REPORT THROUGH APRIL 2020



COMPARISON TO BUDGET

- April 2020 sales tax was down 8.6% compared to April 2019
- Year to date through April Town sales tax is up 2.8% compared to 2019
- Key sales tax contributors: groceries, home improvement, on-line; challenges in apparel and restaurants
- Town budgeted a 4% increase in sales tax for 2020

Three Year Sales Tax Revenue Comparison



	2018	2019	% of Total	2018-2019 % Change	2020	2019-2020 % Change	Budgeted ST	% of Budget
<i>Previous Period *</i>	\$ 82,847	\$ 129,200		NA	\$ 74,636	NA		
Jan	\$ 3,303,966	\$ 3,446,276	6.5%	4.3%	\$ 3,770,486	9.4%	3,398,261	11.0%
Feb	\$ 3,044,888	\$ 3,305,719	6.2%	8.6%	\$ 3,758,801	13.7%	3,259,662	15.3%
Mar	\$ 4,103,325	\$ 4,364,815	8.2%	6.4%	\$ 4,346,871	-0.4%	\$ 4,304,003	-1.0%
Apr	\$ 3,487,035	\$ 3,928,407	7.4%	12.7%	\$ 3,589,723	-8.6%	\$ 3,873,675	-7.3%
May	\$ 4,043,517	\$ 4,181,083	7.8%	3.4%				
Jun	\$ 4,493,392	\$ 4,987,026	9.4%	11.0%				
Jul	\$ 4,080,724	\$ 4,402,098	8.3%	7.9%				
Aug	\$ 4,266,934	\$ 5,295,701	9.9%	24.1%				
Sep	\$ 4,319,640	\$ 4,823,346	9.1%	11.7%				
Oct	\$ 3,984,307	\$ 4,008,060	7.5%	0.6%				
Nov	\$ 4,104,407	\$ 4,316,630	8.1%	5.2%				
Dec	\$ 5,562,531	\$ 5,980,282	11.2%	7.5%				
Totals	\$ 48,794,666	\$ 53,039,443		8.7%	\$ 15,465,881			
Revenue	\$ 13,939,214	\$ 15,045,217		7.9%	\$ 15,465,881	2.8%	14,835,601	
Less Audit Revenue YTD	7,858	352,953		4391.8%	674,393	91.1%		
Less Promenade Credit PIF YTD	234,249	304,262		29.9%	344,047	13.1%		
Less DDA TIF* YTD	112,897	186,637		65.3%	112,944	-39.5%		
Revenue Net of Audit Rev, Promenade, and DDA TIF	\$ 13,584,210	\$ 14,201,364		4.5%	\$ 14,334,498	0.9%		

* DDA TIF number includes current year TIF and any prior year corrections/adjustments.

BY GEOGRAPHICAL AREA

April 2019	April 2020	% Prior Month/Year Comparison
\$ 3,928,407	\$ 3,589,723	-8.6%
2019	2020	% Change YTD
\$ 15,045,217	\$ 15,465,883	2.8%




Monthly Sales Tax Comparisons - By Geographical Area

Category	April 2019	April 2020	% Prior Month/Year Comparison	% Total Month
Milestone/Metzler	\$ 949,662	\$ 934,583	-1.6%	26.2%
Promenade	663,742	594,653	-10.4%	16.7%
Outlet Mall	524,428	34,152	-93.5%	1.0%
Out of State	320,126	441,108	37.8%	12.4%
Out of Town	325,177	310,886	-4.4%	8.7%
Downtown	322,184	246,607	-23.5%	6.9%
Wolfensberger	195,543	156,189	-20.1%	4.4%
Area Around Outlet Mall	160,663	185,588	15.5%	5.2%
Founders Market Place	137,011	164,987	20.4%	4.6%
Audit Revenue	53,640	300,008	459.3%	8.4%
Plum Creek	90,894	75,117	-17.4%	2.1%
Justice	82,107	69,232	-15.7%	1.9%
Misc/ Other	39,667	23,628	-40.4%	0.7%
Meadows	54,901	24,232	-55.9%	0.7%
Remote Seller	11,044	28,753	160.3%	0.8%

Category	2019 YTD	2020 YTD	% Change YTD	% Total YTD
Milestone/Metzler	\$ 3,392,805	\$ 3,481,527	2.6%	22.7%
Promenade	2,511,827	2,811,646	11.9%	18.3%
Outlet Mall	1,891,732	1,029,393	-45.6%	6.7%
Out of State	1,459,020	1,792,889	22.9%	11.7%
Out of Town	1,287,480	1,446,878	12.4%	9.4%
Downtown	1,268,673	1,225,206	-3.4%	8.0%
Wolfensberger	802,563	797,197	-0.7%	5.2%
Area Around Outlet Mall	503,910	531,176	5.4%	3.5%
Founders Market Place	537,137	660,382	22.9%	4.3%
Audit Revenue	352,953	674,393	91.1%	4.4%
Plum Creek	325,271	304,920	-6.3%	2.0%
Justice	301,204	294,512	-2.2%	1.9%
Misc/ Other	158,382	131,546	-16.9%	0.9%
Meadows	200,698	169,129	-15.7%	1.1%
Remote Seller	50,621	115,089	127.4%	0.7%

BY INDUSTRY

April 2019	April 2020	% Prior Month/Year Comparison		
\$ 3,928,407	\$ 3,589,723	-8.6%		
2019	2020	% Change YTD		
\$ 15,045,217	\$ 15,465,882	2.8%		
Monthly Sales Tax Comparisons - By Industry				
Category	April 2019	April 2020	% Prior Month/Year Comparison	% Total Month
Food and General Merchandise	\$ 1,121,438	\$ 1,319,004	17.6%	36.7%
Apparel and Accessories	569,051	42,856	-92.5%	1.2%
Restaurants & Bars	538,398	312,652	-41.9%	8.7%
Misc Retail	370,785	364,615	-1.7%	10.2%
Home and Garden	362,713	447,162	23.3%	12.5%
Utilities	184,708	174,528	-5.5%	4.9%
Auto and Auto Items	175,446	143,155	-18.4%	4.0%
Communication	108,757	60,548	-44.3%	1.7%
Furniture and Home Décor	109,387	60,465	-44.7%	1.7%
Audit Revenue	53,640	300,008	459.3%	8.4%
Leasing and Rentals	67,874	102,195	50.6%	2.8%
Agricultural and Construction	100,591	97,602	-3.0%	2.7%
Services	37,910	43,415	14.5%	1.2%
Wholesale and Manufacturing	55,489	41,937	-24.4%	1.2%
Ranch Supply/Pet Needs	44,564	70,871	59.0%	2.0%
Hotel	30,037	8,710	-71.0%	0.2%
Category	2019 YTD	2020 YTD	% Change YTD	% Total YTD
Food and General Merchandise	\$ 4,317,225	\$ 5,221,500	20.9%	33.8%
Apparel and Accessories	2,067,380	1,173,582	-43.2%	7.6%
Restaurants & Bars	1,934,049	1,639,249	-15.2%	10.6%
Misc Retail	1,517,819	1,782,418	17.4%	11.5%
Home and Garden	1,059,183	1,184,961	11.9%	7.7%
Utilities	850,049	810,498	-4.7%	5.2%
Auto and Auto Items	696,196	661,537	-5.0%	4.3%
Communication	456,207	297,360	-34.8%	1.9%
Furniture and Home Décor	416,165	412,159	-1.0%	2.7%
Audit Revenue	352,953	674,393	91.1%	4.4%
Leasing and Rentals	335,315	409,881	22.2%	2.7%
Agricultural and Construction	363,964	398,045	9.4%	2.6%
Services	211,590	281,038	32.8%	1.8%
Wholesale and Manufacturing	187,622	172,781	-7.9%	1.1%
Ranch Supply/Pet Needs	178,192	276,222	55.0%	1.8%
Hotel	100,365	70,258	-30.0%	0.5%

* YTD break out does not include prior year collections

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THANK YOU