



**Comparison Report
December**

	<u>FY 2011</u>	<u>% Change</u>	<u>FY 2010</u>	<u>% Change</u>	<u>FY 2009</u>	<u>% Change</u>	<u>FY 2008</u>
Taxable Activity							
Total Taxable Activity	89,532,444	2.15%	87,648,440	-8.82%	96,125,769	-21.02%	121,711,175
Retail Taxable Activity	55,688,909	2.51%	54,327,362	-6.60%	58,166,469	-18.19%	71,095,917
Taxable Revenues by Class							
Advertising	938,783	-8.98%	1,031,418	-27.59%	1,424,374	-30.61%	2,052,854
Construction	6,414,535	-8.54%	7,013,770	-24.63%	9,305,785	-51.04%	19,007,324
Publishing	423,585	-0.82%	427,087	-10.99%	479,827	-19.58%	596,629
Restaurants & Bars	6,181,553	8.73%	5,685,444	-7.58%	6,151,630	-11.88%	6,980,844
Rental of Tangible Personal Property	1,828,699	-1.41%	1,854,867	-1.83%	1,889,351	-41.58%	3,234,153
Commercial Rental	4,297,507	-19.50%	5,338,240	-12.58%	6,106,139	28.01%	4,770,001
Hotel/Motels	1,163,603	16.03%	1,002,817	-29.51%	1,422,638	-31.68%	2,082,181
Residential Rental	2,659,779	-0.50%	2,673,263	-19.32%	3,313,511	32.38%	2,503,071
Retail Sales	55,688,909	2.51%	54,327,362	-6.60%	58,166,469	-18.19%	71,095,917
Utilities	5,910,364	40.70%	4,200,737	0.50%	4,179,726	-14.84%	4,908,126
Use Tax	2,029,653	-0.45%	2,038,843	34.45%	1,516,430	-31.58%	2,216,229
Telecommunications	1,876,796	-2.20%	1,919,019	-5.44%	2,029,321	-7.26%	2,188,225
All Other Businesses	118,678	-12.46%	135,573	-3.55%	140,568	85.88%	75,621
Totals	<u>89,532,444</u>	<u>2.15%</u>	<u>87,648,440</u>	<u>-8.82%</u>	<u>96,125,769</u>	<u>-21.02%</u>	<u>121,711,175</u>
*Less Transient							
Specific Section Taxable Revenues							
Auto Dealers, Gas Sta & Repair	8,979,868	5.32%	8,526,244	4.45%	8,163,149	-45.60%	15,004,839



**Comparison Report
Year to Date
Through Dec 2010**

	<u>FY 2011</u>	<u>% Change</u>	<u>FY 2010</u>	<u>% Change</u>	<u>FY 2009</u>	<u>% Change</u>	<u>FY 2008</u>
Taxable Activity							
Total Taxable Activity	573,053,297	0.64%	569,409,881	-14.41%	665,313,010	-12.89%	763,746,080
Retail Taxable Activity	342,768,861	-1.48%	347,913,727	-12.56%	397,873,152	-8.50%	434,837,939
Taxable Revenues by Class							
Advertising	5,883,238	-1.40%	5,966,653	-28.62%	8,358,631	-32.27%	12,340,726
Construction	43,630,905	2.02%	42,765,186	-43.10%	75,159,779	-34.38%	114,535,020
Publishing	2,648,826	7.28%	2,469,144	-26.74%	3,370,177	-12.25%	3,840,641
Restaurants & Bars	42,624,925	5.88%	40,258,126	-2.30%	41,204,725	-7.47%	44,530,469
Rental of Tangible Personal Property	12,308,154	-9.19%	13,554,086	6.04%	12,782,202	-43.23%	22,516,440
Commercial Rental	29,758,236	-1.68%	30,265,496	-8.45%	33,059,696		30,253,623
Hotel/Motels	9,371,740	10.37%	8,490,818	-25.10%	11,336,357	-25.25%	15,165,270
Residential Rental	25,758,849	6.70%	24,140,548	-6.62%	25,851,002	21.48%	21,280,048
Retail Sales	342,768,861	-1.48%	347,913,727	-12.56%	397,873,152	-8.50%	434,837,939
Utilities	33,907,816	10.75%	30,615,463	-8.55%	33,477,438	1.07%	33,122,949
Use Tax	12,199,172	12.70%	10,824,326	-5.19%	11,416,437	-33.05%	17,052,942
Telecommunications	11,401,519	2.55%	11,118,197	19.30%	9,319,645	-29.58%	13,233,539
All Other Businesses	791,056	-23.06%	1,028,111	-51.13%	2,103,769	102.97%	1,036,474
Totals	<u>573,053,297</u>	<u>0.64%</u>	<u>569,409,881</u>	<u>-14.41%</u>	<u>665,313,010</u>	<u>-12.89%</u>	<u>763,746,080</u>
Specific Section Taxable Revenues							
Auto Dealers, Gas Sta & Repair	59,918,105	-5.71%	63,548,948	-10.67%	71,140,718	-34.04%	107,848,578
Tax Revenues by Business District*							
Greater Downtown Area	39,094,002	-16.83%	47,004,534	-36.51%	74,033,955	-9.34%	81,660,680
West Gurley Area	3,463,327	-20.24%	4,342,238	-8.51%	4,745,949	-28.60%	6,646,781
Grove/Miller Valley Area	16,295,655	-6.61%	17,449,757	-5.24%	18,413,719	-15.69%	21,841,183
Iron Springs/Boulders Area	41,013,233	0.43%	40,836,679	-4.80%	42,894,099	-1.40%	43,504,861
Willow Creek Area	23,187,026	-12.78%	26,584,122	-7.14%	28,627,636	-10.20%	31,879,916
Airport Area	4,916,823	33.33%	3,687,653	-7.95%	4,006,347	11.57%	3,591,010
Walker Rd/Hwy69 Area	118,708,646	0.17%	118,507,567	-7.32%	127,863,233	-9.69%	141,574,876
Gateway Blvd Area	51,986,019	2.69%	50,623,348	-14.88%	59,473,134	-11.93%	67,530,880
Willow Creek/Sandretto Area	47,956,119	-8.89%	52,633,513	-3.54%	54,564,505	-23.57%	71,389,658

* Taxable figures do not include use tax, transient lodging, residential rentals, construction, or utilities.