



## CITY OF PRESCOTT

**Budget & Finance Department**

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Prescott, Arizona 86302

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### MEMORANDUM

To: Steve Norwood, City Manager

For: Honorable Mayor and City Council

From: Mark Woodfill, Budget & Finance Director  
Matt Dunbar, Privilege Tax Supervisor

Date: October 1, 2010

Subject: Year to Date Taxable Sales Report First Quarter Fiscal Year 2011

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This report is presented by taxable classification along with comparisons to prior fiscal years. It also details tax revenues by key geographic areas or business districts.

For the first quarter of fiscal year 2011, total taxable activity is down 3.31%. The largest declines are in the industries of Personal Property Rental (16.42%) and Retail Sales (6.07%). These declines are due to economic conditions affecting these categories nationwide.

For the comparison of key geographical areas, the same declines in the above mentioned tax classifications have had an affect on the business districts. The Greater Downtown area shows a decline of 17.97%. The Gateway Blvd area has several apparel retailers, and shows a decline of 3.68%. The largest business district in sales is the Walker Rd/Hwy 69, and is 3.34% below last year.



**Comparison Report  
Year to Date  
Through Sep 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>
<b>Taxable Activity</b>							
Total Taxable Activity	289,765,772	-3.31%	299,700,112	-15.99%	356,730,768	-9.21%	392,932,397
Retail Taxable Activity	173,884,307	-6.07%	185,130,939	-15.15%	218,195,486	-2.84%	224,561,845
<b>Taxable Revenues by Class</b>							
Advertising	2,901,007	6.90%	2,713,765	-43.56%	4,807,873	-22.44%	6,198,921
Construction	22,187,050	-0.05%	22,198,178	-43.41%	39,228,193	-34.13%	59,557,463
Publishing	1,295,681	-1.06%	1,309,605	-24.23%	1,728,340	1.32%	1,705,748
Restaurants & Bars	21,463,904	0.36%	21,387,924	-2.68%	21,976,551	-0.10%	21,998,749
Rental of Tangible Personal Property	6,185,028	-16.42%	7,400,104	13.44%	6,523,180	-46.03%	12,085,779
Commercial Rental	14,762,780	-1.54%	14,993,714	-5.24%	15,823,554		15,052,947
Hotel/Motels	4,847,563	0.42%	4,827,403	-24.18%	6,367,295	-21.45%	8,106,327
Residential Rental	12,754,092	4.24%	12,235,711	-3.47%	12,675,625	17.37%	10,800,066
Retail Sales	173,884,307	-6.07%	185,130,939	-15.15%	218,195,486	-2.84%	224,561,845
Utilities	17,479,962	6.76%	16,372,420	-9.60%	18,110,142	10.91%	16,328,246
Use Tax	5,480,062	1.16%	5,416,967	-4.52%	5,673,187	-38.74%	9,260,209
Telecommunications	5,773,096	10.31%	5,233,642	17.47%	4,455,480	-32.91%	6,640,648
All Other Businesses	751,240	56.59%	479,740	-58.85%	1,165,862	83.47%	635,449
<b>Totals</b>	<u>289,765,772</u>	<u>-3.31%</u>	<u>299,700,112</u>	<u>-15.99%</u>	<u>356,730,768</u>	<u>-9.21%</u>	<u>392,932,397</u>
<b>Specific Section Taxable Revenues</b>							
Auto Dealers, Gas Sta & Repair	30,493,543	-18.45%	37,392,144	-13.65%	43,303,380	-26.39%	58,826,678
<b>Tax Revenues by Business District*</b>							
Greater Downtown Area	143,235,235	-17.97%	174,615,022	-15.04%	205,529,737	0.99%	203,513,645
West Gurley Area	7,159,514	-22.37%	9,222,269	-1.53%	9,365,686	-20.01%	11,708,414
Grove/Miller Valley Area	33,308,200	-12.57%	38,098,933	1.07%	37,694,700	-11.69%	42,685,437
Iron Springs/Boulders Area	81,352,829	-4.47%	85,157,756	-3.25%	88,017,392	2.42%	85,939,641
Willow Creek Area	48,706,110	-9.58%	53,864,450	-11.29%	60,722,508	-7.24%	65,460,294
Airport Area	7,056,416	-12.96%	8,107,064	12.83%	7,185,404	14.03%	6,301,437
Walker Rd/Hwy69 Area	230,314,507	-3.34%	238,260,649	-15.57%	282,206,249	0.12%	281,868,679
Gateway Blvd Area	106,060,848	-3.68%	110,112,407	-18.22%	134,652,634	-4.34%	140,755,492
Willow Creek/Sandretto Area	99,242,298	-5.82%	105,376,690	-17.75%	128,123,688	-15.45%	151,534,628

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