



**Comparison Report
Year to Date
Through Dec 2011**

	FY 2012	% Change	FY 2011	% Change	FY 2010	% Change	FY 2009
Taxable Activity							
Total Taxable Activity	612,497,209	6.60%	574,592,894	0.91%	569,409,881	-14.41%	665,313,010
Retail Taxable Activity	365,272,417	6.70%	342,335,669	-1.60%	347,913,727	-12.56%	397,873,152
Taxable Revenues by Class							
Advertising	7,206,439	22.49%	5,883,460	-1.39%	5,966,653	-28.62%	8,358,631
Construction	51,482,302	16.63%	44,141,847	3.22%	42,765,186	-43.10%	75,159,779
Publishing	2,650,213	0.04%	2,649,126	7.29%	2,469,144	-26.74%	3,370,177
Restaurants & Bars	44,836,152	4.27%	43,002,025	6.82%	40,258,126	-2.30%	41,204,725
Rental of Tangible Personal Property	11,444,872	-7.06%	12,313,932	-9.15%	13,554,086	6.04%	12,782,202
Commercial Rental	30,392,789	1.61%	29,911,271	-1.17%	30,265,496	-8.45%	33,059,696
Hotel/Motels	10,256,842	9.36%	9,378,750	10.46%	8,490,818	-25.10%	11,336,357
Residential Rental	26,870,357	3.74%	25,900,552	7.29%	24,140,548	-6.62%	25,851,002
Retail Sales	365,272,417	6.70%	342,335,669	-1.60%	347,913,727	-12.56%	397,873,152
Utilities	35,921,232	3.86%	34,585,946	12.97%	30,615,463	-8.55%	33,477,438
Use Tax	14,186,431	16.26%	12,201,818	12.73%	10,824,326	-5.19%	11,416,437
Telecommunications	11,332,137	-1.73%	11,531,206	3.71%	11,118,197	19.30%	9,319,645
All Other Businesses	645,026	-14.82%	757,292	-26.34%	1,028,111	-51.13%	2,103,769
Totals	612,497,209	6.60%	574,592,894	0.91%	569,409,881	-14.41%	665,313,010
Specific Section Taxable Revenues							
Auto Dealers, Gas Sta & Repair	65,977,871	10.11%	59,918,105	-5.71%	63,548,948	-10.67%	71,140,718
Tax Revenues by Business District*							
Greater Downtown Area	41,895,418	7.17%	39,094,002	-11.30%	44,075,770	-40.47%	74,033,955
Grove/Miller Valley Area	16,201,019	-0.58%	16,295,655	-6.61%	17,449,757	-5.24%	18,413,719
Iron Springs/Boulders Area	43,143,133	5.19%	41,013,233	0.43%	40,836,679	-4.80%	42,894,099
Willow Creek Area	24,842,840	5.77%	23,487,390	-11.65%	26,584,122	-7.14%	28,627,636
Walker Rd/Hwy69 Area	128,446,306	8.20%	118,708,646	0.17%	118,507,567	-7.32%	127,863,233
Gateway Blvd Area	51,199,487	-1.51%	51,986,019	2.69%	50,623,348	-14.88%	59,473,134
Willow Creek/Sandretto Area	52,021,610	8.48%	47,956,119	-8.89%	52,633,513	-3.54%	54,564,505

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