

CITY OF LONGMONT FINANCE DEPARTMENT

SALES AND USE TAX DIVISION

ANALYSIS OF TAXES

July 2011

SUMMARY

Total Taxes this Month:	\$	3,793,608
Compared to Last Year:		3,473,029
Percentage change:		9.2 %

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SALES AND USE TAX SUMMARY CITY OF LONGMONT

July 2011

Overview

Month of July : Total Sales and Use Tax for the month of July increased by 9.2% compared to last year. The Sales Tax component increased by 3.7% and the Use Tax component increased by 53.1%.

Year to Date: Total Sales and Use Tax through July increased by 7.4% for 2011. The Sales Tax component increased by 5.3% and the Use tax component increased by 19.4%.

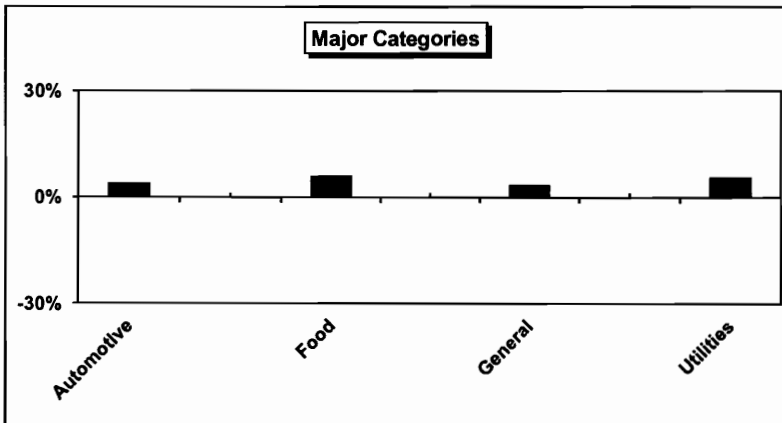
Important note in understanding year-to-year comparative basis within this report:

Pages 5 through 9 show changes from 2010 to 2011 for sales and use tax that is paid **on a current basis** from tax filers. The comparative changes for delinquencies are purposefully left blank to keep the focus upon the trends of the current filing.

Page 4 focuses upon total revenue and reports year-to-year comparisons **inclusive of delinquent payments**. While both measurements are useful, it is important to understand that the Total % Change 2010-2011 on page 4 varies from the YTD Increase/(Decrease) column for sales and use tax components on page 5 because of the inclusion/exclusion of delinquencies.

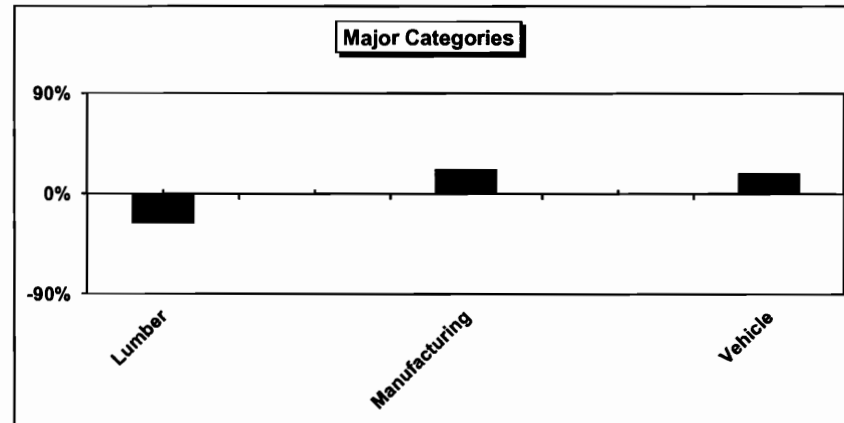
Sales Tax Activity

The *Automotive, Food, Utilities and General* categories showed increases of 3.8%, 6.0%, 5.4% and 3.4% respectively when compared to 2010.



Use Tax Activity

The *Manufacturing and Vehicle* categories showed increases of 21.5% and 17.9% while the Lumber category showed a decrease of 25.5% when compared to 2010.

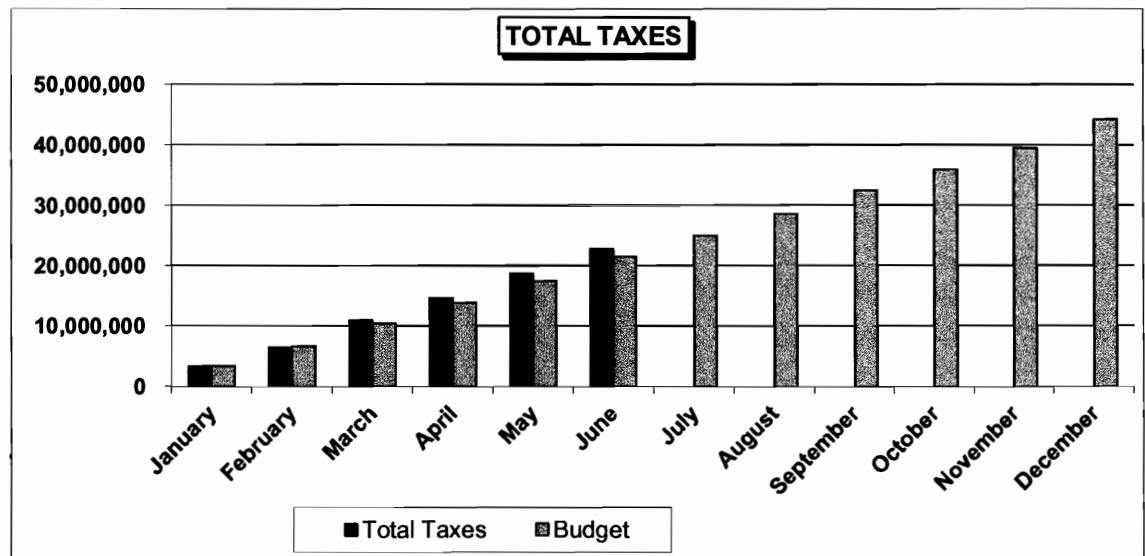


SALES & USE TAX - BUDGET TO ACTUAL

July 2011

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	Sales & Use 2011 BUDGET	Cumulative Sales & Use 2011 BUDGET	Cumulative % of 2011 Budget	Sales Tax 2011 ACTUAL	Use Tax 2011 ACTUAL	Total 2011 ACTUAL
January	3,335,166	3,335,166	7.5	2,799,957	516,559	3,316,516
February	3,297,618	6,632,783	15.0	2,845,891	433,475	3,279,366
March	3,856,024	10,488,807	23.6	3,589,821	860,927	4,450,748
April	3,398,257	13,887,064	31.3	3,155,331	554,751	3,710,082
May	3,661,262	17,548,326	39.6	3,376,363	617,721	3,994,084
June	3,992,518	21,540,844	48.6	3,503,417	619,442	4,122,858
July	3,520,429	25,061,273	56.5	3,160,798	632,810	3,793,608
August	3,626,612	28,687,885	64.7			-
September	3,844,610	32,532,495	73.3			-
October	3,532,352	36,064,847	81.3			-
November	3,500,216	39,565,063	89.2			-
December	4,792,808	44,357,871	100.0			-
Total	\$ 44,357,871			\$ 22,431,577	4,235,685	26,667,262



Note: Monthly budgets are based on 5 years of historical trend.

**Revenue Growth Per Fund / Current Year to Previous Year
July 2011**

	2010 YTD Sales Tax	2010 YTD Use Tax	2010 YTD Total	2011 YTD Sales Tax	2011 YTD Use Tax	2011 YTD Total	Sales Tax % Change 2010 - 2011	Use Tax % Change 2010 - 2011	Total % Change 2010 - 2011	% Change needed to reach budget
General Fund	13,003,171	153,118	13,156,289	13,698,673	40,870	13,739,542	5.3%	-73.3%	4.4%	1.18%
PIF Fund	-	2,012,629	2,012,629	-	2,545,808	2,545,808	n/a	26.5%	26.5%	-11.50%
Other Funds	8,289,523	1,380,664	9,670,187	8,732,905	1,649,007	10,381,912	5.3%	19.4%	7.4%	-0.49%
All Funds Total	21,292,694	3,546,412	24,839,105	22,431,577	4,235,685	26,667,262	5.3%	19.4%	7.4%	-0.49%
				Budgeted Increase			2.14%	-16.43%	-0.49%	

General Fund

For 2010, the City's financial policy allocated the 2% non-earmarked portion of the City's 3.275% tax to be split as 100% of the sales tax and 4.25% of the use tax to the General Fund. The 2011 allocation of use tax to the General Fund Changed to 1.58%. This is intended to limit the impact that the volatile use tax could have on the General Fund. The result after seven months is that the General Fund share of revenue from sales and use tax is up by 4.4%. The increase necessary to reach the 2011 budget is 1.18%.

Public Improvement Fund

For 2010, the City's financial policy allocated 92.93% of the 2% non-earmarked use tax to the Public Improvement Fund (PIF). In 2011 the allocation changed to 98.42%. After seven months, the PIF is up by 26.5%, which is above the 11.5% decrease needed to reach budget.

Other Funds

Includes: Streets Fund, Open Space and Public Safety Fund. Since the allocation to these funds is unchanged in 2011, they are presented here as a combined total. The growth comparison for these funds will reflect a true overall sales and use tax growth since the overall tax rate for each fund is comparable in the year to year comparison. If these funds have decreases in excess of 0.49% they will not meet budget, however they currently show an increase of 7.4%.

SALES AND USE TAX**July****2011****5****ACCOUNT GROUPS**

	July 2011	July 2010	INC (DEC)	YTD 2011	YTD 2010	INC (DEC)
<u>GRAND TOTALS</u>						
Active Accounts	7,984	7,708	276	7,984	7,708	276
Net Taxable Sales	97,777,477	93,731,204	4.3 %	689,942,927	655,611,947	5.2 %
Net Sales Tax	3,133,564	3,022,214	3.7 %	22,145,189	21,008,178	5.4 %
Delinquent Sales Tax	21,979	29,717	-	251,106	237,596	-
Use Tax	629,787	411,299	53.1 %	4,207,438	3,514,791	19.7 %
Delinquent Use Tax	3,022	4,612	-	28,246	31,621	-
Other Revenue*	5,256	5,187	-	35,283	46,919	-
Total Revenue	3,793,608	3,473,029	9.2 %	26,667,262	24,839,105	7.4 %

For reader ease, only significant items are displayed as increase / decrease percentages.

* Other revenue includes: penalties, interest and net prior period adjustments less refunds.

SALES AND USE TAX

July

2011

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ACCOUNT GROUPS

01000 Apparel

	July 2011	July 2010	INC (DEC)	YTD 2011	YTD 2010	INC (DEC)
Active Accounts	96	97	(1)	96	97	(1)
Net Taxable Sales	1,682,826	1,676,219	0.4 %	12,476,233	12,097,391	3.1 %
Net Sales Tax	54,655	54,442	0.4 %	404,565	390,040	3.7 %
Delinquent Sales Tax	0	0	-	688	2,812	-
Use Tax	144	182	(20.9) %	2,356	1,052	124.0 %
Delinquent Use Tax	0	0	-	0	0	-
Other Revenue	27	121	-	419	615	-
Total Revenue	54,826	54,745	0.1 %	408,028	394,519	3.4 %
% of Total Revenue	1.4 %	1.6 %	(0.2) %	1.5 %	1.6 %	(0.1) %

02000 Automotive

Active Accounts	292	295	(3)	292	295	(3)
Net Taxable Sales	7,991,781	8,068,145	(0.9) %	52,667,020	53,478,701	(1.5) %
Net Sales Tax	259,137	257,974	0.5 %	1,687,226	1,625,966	3.8 %
Delinquent Sales Tax	515	4,681	-	24,169	25,050	-
Use Tax	1,550	1,497	3.5 %	16,250	9,566	69.9 %
Delinquent Use Tax	1,000	0	-	1,500	0	-
Other Revenue	700	774	-	2,864	2,119	-
Total Revenue	262,902	264,926	(0.8) %	1,732,009	1,662,701	4.2 %
% of Total Revenue	6.9 %	7.6 %	(0.7) %	6.5 %	6.7 %	(0.2) %

03000 Food

Active Accounts	418	383	35	418	383	35
Net Taxable Sales	33,200,788	32,596,928	1.9 %	221,001,456	209,109,270	5.7 %
Net Sales Tax	1,078,484	1,050,581	2.7 %	7,132,829	6,731,327	6.0 %
Delinquent Sales Tax	4,048	12,176	-	83,929	84,220	-
Use Tax	5,521	10,138	(45.5) %	60,545	89,742	(32.5) %
Delinquent Use Tax	0	0	-	0	0	-
Other Revenue	529	1,027	-	7,560	16,615	-
Total Revenue	1,088,581	1,073,922	1.4 %	7,284,864	6,921,903	5.2 %
% of Total Revenue	28.7 %	30.9 %	(2.2) %	27.3 %	27.9 %	(0.6) %

SALES AND USE TAX

July

2011

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ACCOUNT GROUPS

04000 Home Furnishings

	July 2011	July 2010	INC (DEC)	YTD 2011	YTD 2010	INC (DEC)
Active Accounts	237	227	10	237	227	10
Net Taxable Sales	3,123,873	3,194,289	(2.2) %	23,850,502	22,719,552	5.0 %
Net Sales Tax	97,224	100,408	(3.2) %	729,165	731,625	(0.3) %
Delinquent Sales Tax	4,071	3,298	-	39,493	4,660	-
Use Tax	703	655	7.3 %	5,074	7,417	(31.6) %
Delinquent Use Tax	0	0	-	15,293	0	-
Other Revenue	1,867	29	-	6,036	1,516	-
Total Revenue	103,865	104,390	(0.5) %	795,061	745,218	6.7 %
% of Total Revenue	2.7 %	3.0 %	(0.3) %	3.0 %	3.0 %	0.0 %

05000 General

Active Accounts	477	466	11	477	466	11
Net Taxable Sales	19,114,145	17,940,832	6.5 %	131,616,639	128,342,276	2.6 %
Net Sales Tax	623,400	581,445	7.2 %	4,261,744	4,121,856	3.4 %
Delinquent Sales Tax	625	4,531	-	9,231	65,713	-
Use Tax	2,541	10,679	(76.2) %	18,605	35,570	(47.7) %
Delinquent Use Tax	0	0	-	0	0	-
Other Revenue	0	959	-	2,731	7,922	-
Total Revenue	626,567	597,614	4.8 %	4,292,311	4,231,062	1.4 %
% of Total Revenue	16.5 %	17.2 %	(0.7) %	16.1 %	17.0 %	(0.9) %

06000 Lodging

Active Accounts	19	19	0	19	19	0
Net Taxable Sales	1,680,065	1,509,680	11.3 %	8,150,566	8,479,421	(3.9) %
Net Sales Tax	49,514	49,247	0.5 %	260,453	276,606	(5.8) %
Delinquent Sales Tax	5,334	0	-	5,334	0	-
Use Tax	475	323	47.1 %	3,424	1,289	165.6 %
Delinquent Use Tax	0	0	-	0	0	-
Other Revenue	2	105	-	443	246	-
Total Revenue	55,325	49,675	11.4 %	269,654	278,141	(3.1) %
% of Total Revenue	1.5 %	1.4 %	0.1 %	1.0 %	1.1 %	(0.1) %

SALES AND USE TAX

July

2011

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ACCOUNT GROUPS

07000 Lumber

	July 2011	July 2010	INC (DEC)	YTD 2011	YTD 2010	INC (DEC)
Active Accounts	2,240	2,122	118	2,240	2,122	118
Net Taxable Sales	7,545,872	7,234,683	4.3 %	46,051,312	45,634,118	0.9 %
Net Sales Tax	246,326	235,414	4.6 %	1,498,822	1,476,987	1.5 %
Delinquent Sales Tax	0	500	-	2,922	4,592	-
Use Tax	84,630	68,162	24.2 %	563,355	755,898	(25.5) %
Delinquent Use Tax	0	0	-	570	0	-
Other Revenue	174	738	-	1,092	2,396	-
Total Revenue	331,130	304,814	8.6 %	2,066,761	2,239,873	(7.7) %
% of Total Revenue	8.7 %	8.8 %	(0.1) %	7.8 %	9.0 %	(1.2) %

08000 Professional

Active Accounts	1,865	1,807	58	1,865	1,807	58
Net Taxable Sales	1,391,742	1,354,260	2.8 %	11,158,075	11,526,069	(3.2) %
Net Sales Tax	41,285	42,864	(3.7) %	341,057	354,932	(3.9) %
Delinquent Sales Tax	3,485	0	-	17,852	13,989	-
Use Tax	79,202	27,888	184.0 %	694,971	217,714	219.2 %
Delinquent Use Tax	0	0	-	594	10,227	-
Other Revenue	1,389	685	-	4,468	2,320	-
Total Revenue	125,361	71,437	75.5 %	1,058,942	599,182	76.7 %
% of Total Revenue	3.3 %	2.1 %	1.2 %	4.0 %	2.4 %	1.6 %

09000 Public Utility

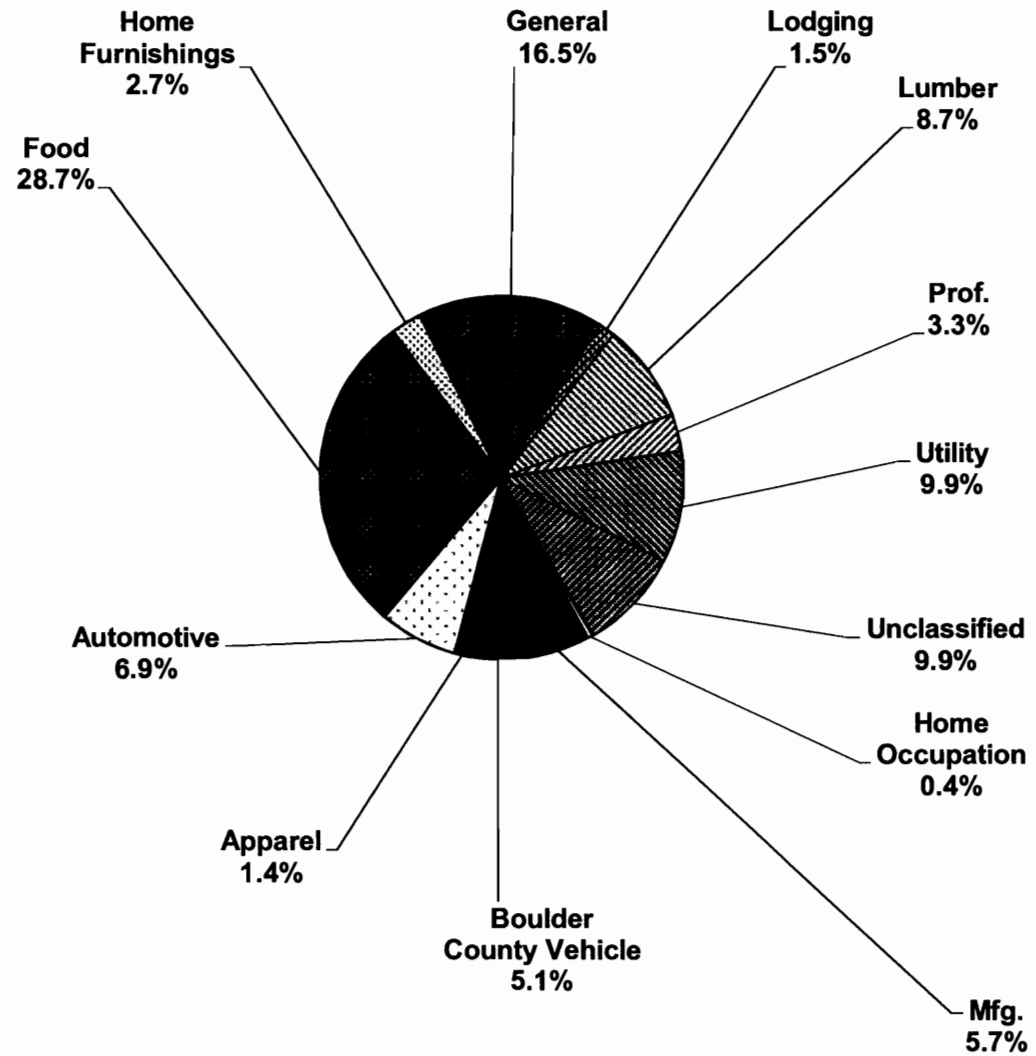
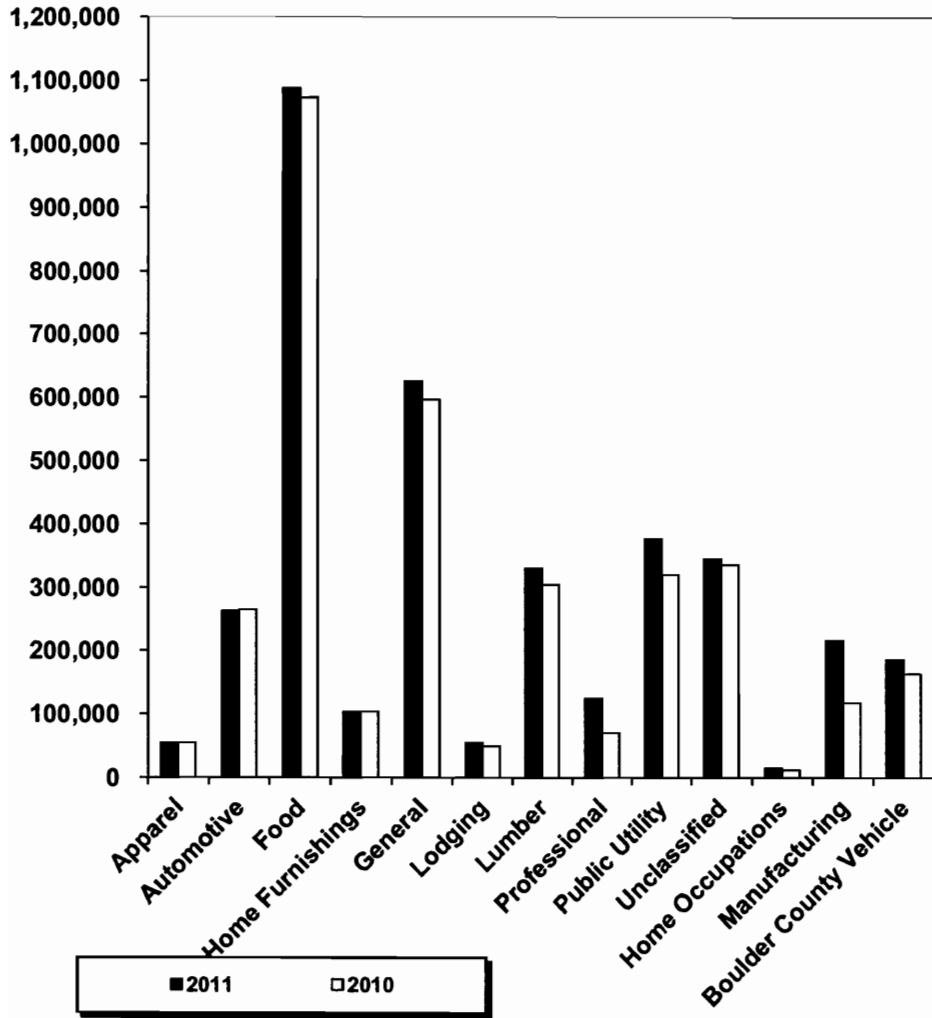
Active Accounts	286	276	10	286	276	10
Net Taxable Sales	10,177,850	9,639,927	5.6 %	86,385,057	81,986,753	5.4 %
Net Sales Tax	332,340	314,719	5.6 %	2,821,554	2,675,787	5.4 %
Delinquent Sales Tax	0	0	-	0	0	-
Use Tax	44,973	5,727	685.3 %	164,143	134,164	22.3 %
Delinquent Use Tax	0	0	-	0	0	-
Other Revenue	81	0	-	269	120	-
Total Revenue	377,394	320,446	17.8 %	2,985,966	2,810,071	6.3 %
% of Total Revenue	9.9 %	9.2 %	0.7 %	11.2 %	11.3 %	(0.1) %

SALES AND USE TAX**July****2011****9****ACCOUNT GROUPS**

	July 2011	July 2010	INC (DEC)	YTD 2011	YTD 2010	INC (DEC)
<u>10000 Unclassified</u>						
Active Accounts	1,739	1,696	43	1,739	1,696	43
Net Taxable Sales	9,609,539	9,183,581	4.6 %	77,725,977	68,746,821	13.1 %
Net Sales Tax	279,983	292,167	(4.2) %	2,404,406	2,193,491	9.6 %
Delinquent Sales Tax	1,917	4,531	-	58,352	33,358	-
Use Tax	64,636	39,759	62.6 %	403,786	355,487	13.6 %
Delinquent Use Tax	0	0	-	0	2,152	-
Other Revenue	0	0	-	6,923	7,448	-
Total Revenue	346,536	336,457	3.0 %	2,873,467	2,591,936	10.9 %
% of Total Revenue	9.1 %	9.7 %	(0.6) %	10.8 %	10.4 %	0.4 %
<u>11200 Home Occupations</u>						
Active Accounts	101	100	1	101	100	1
Net Taxable Sales	478,267	371,562	28.7 %	2,765,425	2,435,147	13.6 %
Net Sales Tax	14,206	11,792	20.5 %	80,503	71,528	12.5 %
Delinquent Sales Tax	1,120	0	-	8,119	3,202	-
Use Tax	0	21	(100.0) %	1	22	(95.5) %
Delinquent Use Tax	0	0	-	0	0	-
Other Revenue	20	0	-	110	2,116	-
Total Revenue	15,346	11,813	29.9 %	88,733	76,868	15.4 %
% of Total Revenue	0.4 %	0.3 %	0.1 %	0.3 %	0.3 %	0.0 %
<u>12000 Manufacturing</u>						
Active Accounts	213	219	(6)	213	219	(6)
Net Taxable Sales	1,780,729	961,098	85.3 %	16,094,664	11,056,428	45.6 %
Net Sales Tax	57,010	31,161	83.0 %	522,865	358,033	46.0 %
Delinquent Sales Tax	864	0	-	1,017	0	-
Use Tax	157,658	82,488	91.1 %	917,252	755,003	21.5 %
Delinquent Use Tax	2,022	4,612	-	10,289	19,242	-
Other Revenue	467	749	-	2,368	3,486	-
Total Revenue	218,021	119,010	83.2 %	1,453,791	1,135,764	28.0 %
% of Total Revenue	5.7 %	3.4 %	2.3 %	5.5 %	4.6 %	0.9 %
<u>00000 Boulder County Vehicle</u>						
Use Tax	187,754	163,780	14.6 %	1,357,676	1,151,867	17.9 %
% of Total Revenue	4.9 %	4.7 %	0.2 %	5.1 %	4.6 %	0.5 %

Net Sales & Use Tax by Industry Type

For The Month Of
July
2011



SUMMARY OF SALES & USE TAX ACTIVITY BY INDUSTRY

ACCOUNT GROUP ACCOUNT #	ACTIVE ACCTS		July 2011		INCR/ (DECR)	YTD 2011	YTD 2010	INCR/ (DECR)
			July 2011	July 2010				
Apparel 01000	96	Net Taxable Sales	1,682,826	1,676,219	0.4 %	12,476,233	12,097,391	3.1 %
		Total Revenue	54,826	54,745	0.1 %	408,028	394,519	3.4 %
Automotive 02000	292	Net Taxable Sales	7,991,781	8,068,145	(0.9) %	52,667,020	53,478,701	(1.5) %
		Total Revenue	262,902	264,926	(0.8) %	1,732,009	1,662,701	4.2 %
Food 03000	418	Net Taxable Sales	33,200,788	32,596,928	1.9 %	221,001,456	209,109,270	5.7 %
		Total Revenue	1,088,581	1,073,922	1.4 %	7,284,864	6,921,903	5.2 %
Home Furnishings 04000	237	Net Taxable Sales	3,123,873	3,194,289	(2.2) %	23,850,502	22,719,552	5.0 %
		Total Revenue	103,865	104,390	(0.5) %	795,061	745,218	6.7 %
General 05000	477	Net Taxable Sales	19,114,145	17,940,832	6.5 %	131,616,639	128,342,276	2.6 %
		Total Revenue	626,567	597,614	4.8 %	4,292,311	4,231,062	1.4 %
Lodging 06000	19	Net Taxable Sales	1,680,065	1,509,680	11.3 %	8,150,566	8,479,421	(3.9) %
		Total Revenue	55,325	49,675	11.4 %	269,654	278,141	(3.1) %
Lumber 07000	2,240	Net Taxable Sales	7,545,872	7,234,683	4.3 %	46,051,312	45,634,118	0.9 %
		Total Revenue	331,130	304,814	8.6 %	2,066,761	2,239,873	(7.7) %
Professional 08000	1,865	Net Taxable Sales	1,391,742	1,354,260	2.8 %	11,158,075	11,526,069	(3.2) %
		Total Revenue	125,361	71,437	75.5 %	1,058,942	599,182	76.7 %
Public Utility 09000	286	Net Taxable Sales	10,177,850	9,639,927	5.6 %	86,385,057	81,986,753	5.4 %
		Total Revenue	377,394	320,446	17.8 %	2,985,966	2,810,071	6.3 %
Unclassified 10000	1,739	Net Taxable Sales	9,609,539	9,183,581	4.6 %	77,725,977	68,746,821	13.1 %
		Total Revenue	346,536	336,457	3.0 %	2,873,467	2,591,936	10.9 %
Home Occupations 11200	101	Net Taxable Sales	478,267	371,562	28.7 %	2,765,425	2,435,147	13.6 %
		Total Revenue	15,346	11,813	29.9 %	88,733	76,868	15.4 %
Manufacturing 12000	213	Net Taxable Sales	1,780,729	961,098	85.3 %	16,094,664	11,056,428	45.6 %
		Total Revenue	218,021	119,010	83.2 %	1,453,791	1,135,764	28.0 %
Boulder County Vehicle 00000	1	Net Taxable Sales	0	0	0.0 %	0	0	0.0 %
		Total Revenue	187,754	163,780	14.6 %	1,357,676	1,151,867	17.9 %
GRAND TOTALS	7,984	Net Taxable Sales	97,777,477	93,731,204	4.3 %	689,942,927	655,611,947	5.2 %
		Total Revenue	3,793,608	3,473,029	9.2 %	26,667,262	24,839,105	7.4 %

1000 Apparel	Clothing Stores, Shoe and Boot stores, Shoe Repair shops, and other miscellaneous items related to the clothing industry.
2000 Automotive	Accessories; such as tires, batteries, and auto parts, Aircraft sales and service, Boat sales, Car sales, Customizing, Leasing, Repair shops, and Service Stations.
3000 Food	Bakeries, Bars, Candy stores, Fruit & Vegetable stands, Grocery stores, Liquor stores, Meat cutting stores, Restaurants, and Water sold in containers.
4000 Home Furnishings	Carpets, Electrical appliance sales and repairs, Home Furnishings, Household appliances, Interior Decorators, Musical Instruments, Radios, Records, Tapes, Televisions, Upholsterers, and Repair supplies.
5000 General	Department Stores, Drug Stores, Fabrics shops, Sewing supplies, Hardware stores, Jewelry stores, Leather goods, Salvage yards, Second Hand Stores, Sporting Goods & Guns, Variety, and Specialty shops.
6000 Lodging	Hotels, Motels, and Boarding Houses that rent for a period of less than 30 days.
7000 Lumber	Building Contractors, Building hardware and machinery, Building material dealers, Electrical Equipment Suppliers, Fencing, Glass, Heating and air conditioning installers and suppliers, Painters and paint stores, Plumbers and plumbing suppliers, Tile, Wallpaper, and other Miscellaneous Building Supplies.
8000 Professional	Accountants, Advertising agencies, Attorneys, Auctioneers, Banks, Barber shops, Beauty shops, Bookkeepers, Child care, Commission dealers, Dentists, Doctors, Graphic Designs, Insurance sales, Optical sales, Photographers, Professional Sales, Realtors, Sale Barns, Training Services, and Travel agencies.
9000 Public Utility	Cable TV, Gas Companies, Electric utility suppliers, Telephones, and Telephone Systems.
10000 Unclassified Group - Retail	Agricultural Equipment, Agricultural supplies, Animal Products, Book Stores, Business Forms, Computer Equipment, Clubs, Concessionaire's, Florists, Janitorial Supplies, Lawn and garden supplies, Magazines, Machine shops, Medical Supplies, Mortuaries, Office Equipment, Pet Shops, Pool Supplies, Restaurant Equipment, Recreation Parlors, School supplies, and Vending Machines.
11000 Home Occupation	Amway, Aloe Vera, Avon, Shaklee and all other Door to Door Sales.
12000 Manufacturing	This category includes all manufacturing processes that occur in the City of Longmont.

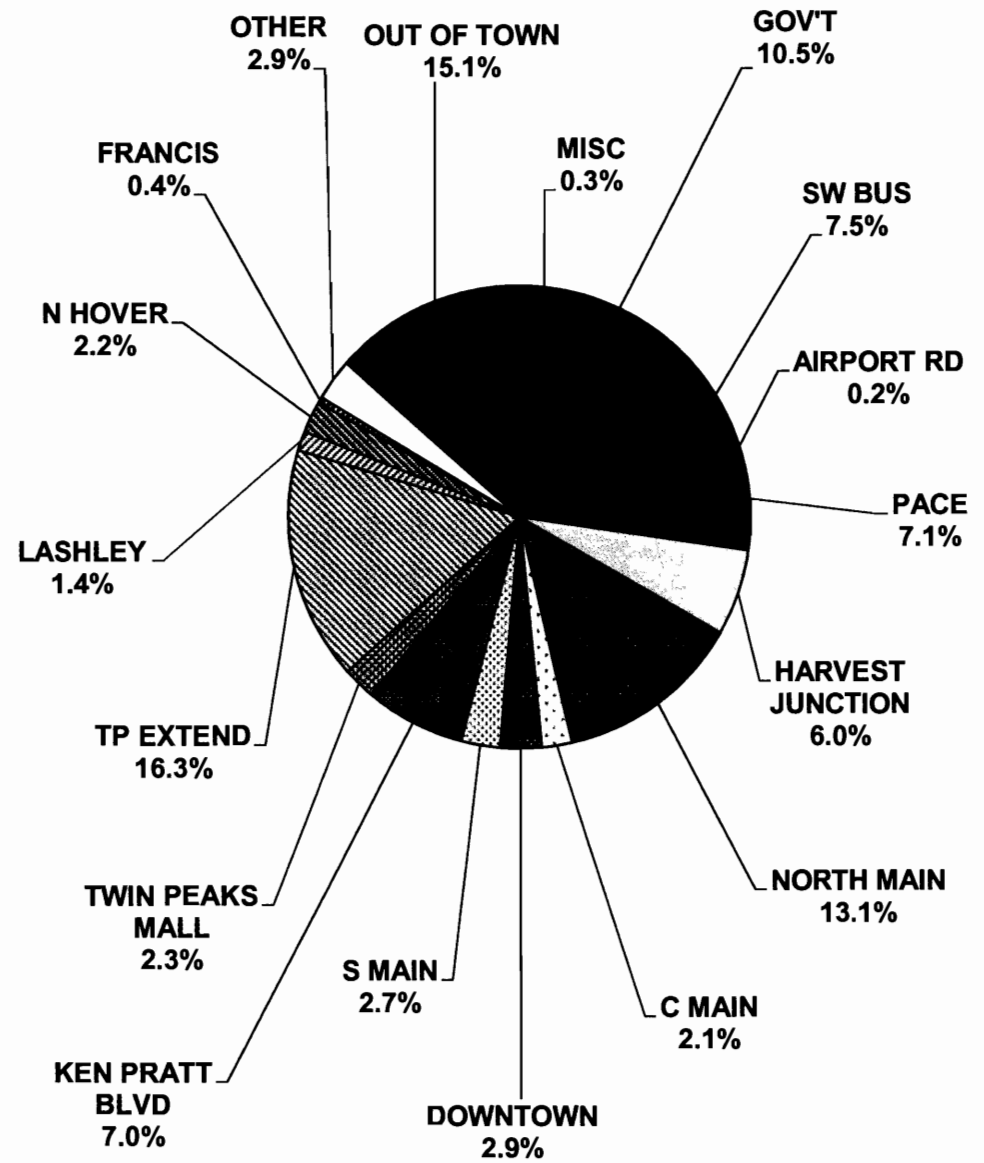
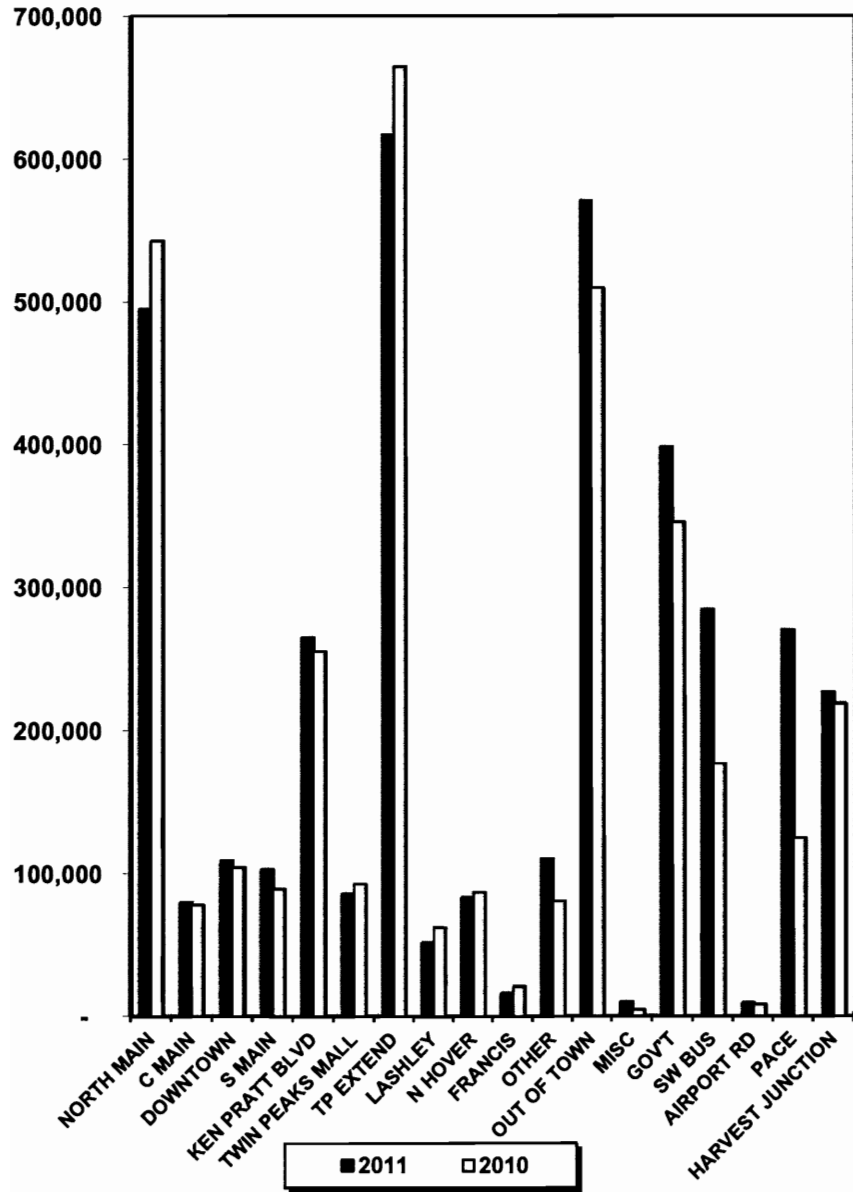
SUMMARY OF SALES & USE TAX ACTIVITY BY GEOGRAPHICAL LOCATION

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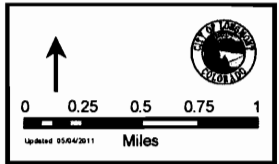
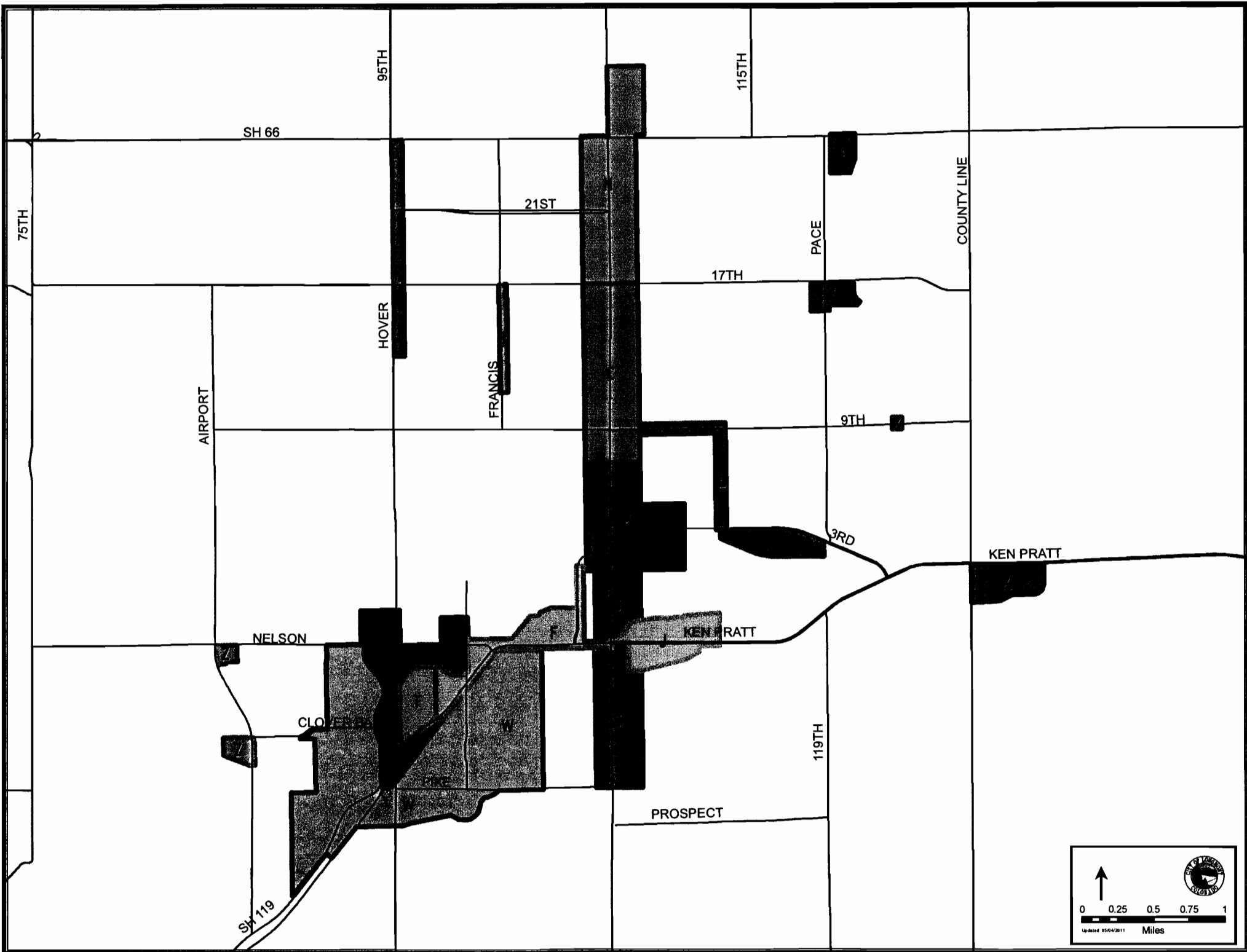
		July 2011						
LOCATION		% OF TOTAL	July 2011	July 2010	INCR/ (DECR)	YTD 2011	YTD 2010	INCR/ (DECR)
NORTH MAIN	Net Taxable Sales	15.5%	15,113,984	16,600,251	(9.0) %	98,565,187	104,505,592	(5.7) %
	Total Revenue	13.1%	495,280	543,108	(8.8) %	3,247,926	3,444,186	(5.7) %
CENTRAL MAIN	Net Taxable Sales	2.5%	2,458,685	2,479,576	(0.8) %	17,145,496	16,595,837	3.3 %
	Total Revenue	2.1%	80,167	77,981	2.8 %	559,122	540,506	3.4 %
DOWNTOWN	Net Taxable Sales	3.4%	3,322,433	3,200,164	3.8 %	22,615,372	19,435,277	16.4 %
	Total Revenue	2.9%	109,829	104,841	4.8 %	739,532	638,198	15.9 %
SOUTH MAIN	Net Taxable Sales	3.2%	3,160,684	2,744,050	15.2 %	19,084,780	17,477,028	9.2 %
	Total Revenue	2.7%	103,340	89,697	15.2 %	626,368	561,755	11.5 %
KEN PRATT BOULEVARD	Net Taxable Sales	7.9%	7,691,165	7,696,917	(0.1) %	51,242,974	49,870,780	2.8 %
	Total Revenue	7.0%	265,689	255,693	3.9 %	1,708,180	1,656,820	3.1 %
TWIN PEAKS MALL	Net Taxable Sales	2.6%	2,514,794	2,621,846	(4.1) %	18,199,528	19,096,881	(4.7) %
	Total Revenue	2.3%	86,256	92,852	(7.1) %	617,879	635,042	(2.7) %
TW PKS SQ EXTENDED	Net Taxable Sales	19.0%	18,551,090	19,534,652	(5.0) %	128,129,326	134,513,828	(4.7) %
	Total Revenue	16.3%	617,216	664,847	(7.2) %	4,282,113	4,528,126	(5.4) %
LASHLEY	Net Taxable Sales	1.6%	1,515,823	1,675,597	(9.5) %	11,260,670	13,820,489	(18.5) %
	Total Revenue	1.4%	51,747	62,416	(17.1) %	392,474	423,879	(7.4) %
NORTH HOVER	Net Taxable Sales	2.6%	2,547,438	2,739,364	(7.0) %	17,390,433	18,555,701	(6.3) %
	Total Revenue	2.2%	83,641	87,393	(4.3) %	570,081	637,586	(10.6) %
FRANCIS	Net Taxable Sales	0.5%	505,034	617,353	(18.2) %	3,815,157	4,488,189	(15.0) %
	Total Revenue	0.4%	16,402	20,914	(21.6) %	124,980	148,484	(15.8) %
ALL OTHERS	Net Taxable Sales	2.4%	2,307,699	2,114,032	9.2 %	14,673,478	13,502,234	8.7 %
	Total Revenue	2.9%	110,821	80,816	37.1 %	763,491	584,582	30.6 %
OUT OF TOWN	Net Taxable Sales	16.1%	15,764,553	15,055,378	4.7 %	139,924,013	127,991,681	9.3 %
	Total Revenue	15.1%	571,122	510,560	11.9 %	4,851,942	4,469,930	8.5 %
MISCELLANEOUS	Net Taxable Sales	0.3%	301,026	135,989	121.4 %	1,297,004	1,545,056	(16.1) %
	Total Revenue	0.3%	9,828	4,484	119.2 %	56,709	52,790	7.4 %
CITY, BLDR CO	Net Taxable Sales	4.0%	3,915,502	3,587,285	9.1 %	24,242,320	22,944,381	5.7 %
	Total Revenue	10.5%	398,731	346,297	15.1 %	2,682,476	2,640,791	1.6 %
SW BUSINESS	Net Taxable Sales	2.7%	2,648,240	2,169,478	22.1 %	21,066,855	16,994,555	24.0 %
	Total Revenue	7.5%	285,297	177,437	60.8 %	2,099,734	1,432,343	46.6 %
AIRPORT ROAD	Net Taxable Sales	0.3%	254,509	252,568	0.8 %	1,813,237	1,580,355	14.7 %
	Total Revenue	0.2%	9,250	8,379	10.4 %	58,079	53,004	9.6 %
PACE	Net Taxable Sales	8.5%	8,277,787	3,830,249	116.1 %	48,902,666	25,381,872	92.7 %
	Total Revenue	7.1%	271,200	125,724	115.7 %	1,608,536	833,329	93.0 %
HARVEST JUNCTION	Net Taxable Sales	7.1%	6,927,031	6,676,455	3.8 %	50,574,431	47,312,211	6.9 %
	Total Revenue	6.0%	227,792	219,590	3.7 %	1,677,640	1,557,754	7.7 %
TOTALS	Net Taxable Sales	100.0%	97,777,477	93,731,204	4.3 %	689,942,927	655,611,947	5.2 %
	Total Revenue	100.0%	3,793,608	3,473,029	9.2 %	26,667,262	24,839,105	7.4 %

SUMMARY OF SALES & USE TAX ACTIVITY BY GEOGRAPHICAL LOCATION

For The Month Of
July
2011



NORTH MAIN	N Business between TERRY and EMERY from HWY 66 to 17TH AVE.
CENTRAL MAIN	C Business between TERRY and EMERY from 17TH AVE. to LONGS PEAK AVE.
DOWNTOWN	D Business between TERRY and EMERY from LONGS PEAK AVE. to a half block South of 1ST Ave. and between EMERY and MARTIN from 4TH AVE. to one block South of 1ST. AVE.
SOUTH MAIN	S Business between TERRY and EMERY from South of 1ST AVE. to PIKE ROAD, except business with a KEN PRATT BOULEVARD address.
KEN PRATT BOULEVARD	F Business on KEN PRATT BOULEVARD from MAIN STREET to SUNSET plus Business triangulated by NELSON ROAD to SUNSET and BURLINGTON NORTHERN RIGHT OF WAY, and business on PRATT PARKWAY from 1ST to KEN PRATT BOULEVARD.
TWIN PEAKS MALL	T Business on the TWIN PEAKS MALL Complex.
TW PKS SQ EXTENDED	P Business generally South of Rogers Road, West of SOUTH SUNSET STREET, East of DRY CREEK DRIVE, North of BURLINGTON NORTHERN RIGHT OF WAY, excluding TWIN PEAKS MALL.
LASHLEY	L Business on LASHLEY from 9TH AVE. to ROGERS ROAD, plus all of WEAVER BUSINESS PARK and business on 9TH AVE. from EMERY to LASHLEY.
NORTH HOVER	H Business on HOVER ST between HWY 66 and MOUNTAIN VIEW AVE.
FRANCIS	R Business on FRANCIS ST. between 11TH AVE. and 17TH AVE.
ALL OTHERS	All other licensed business within the City limits of Longmont.
OUT OF TOWN	All out of town Business licensed to collect Longmont taxes.
MISCELLANEOUS	Non-licensed and Temporary Business.
CITY, BLDR CO	City Utilities and Building Permits, as well as Boulder County Motor Vehicle.
SW BUSINESS	W Business generally located North of LEFTHAND CREEK, East of BURLINGTON NORTHERN RIGHT OF WAY, West of SOUTH BOWEN and South of OLD DRY CREEK. Also South of NELSON ROAD, East of CLOVER CREEK DRIVE, West and North of BURLINGTON NORTHERN RIGHT OF WAY.
AIRPORT ROAD	Z Business generally located on AIRPORT ROAD North of PIKE ROAD, South of NELSON ROAD.
PACE STREET	K Business generally located on and east of PACE STREET and South of HIGHWAY 66.
HARVEST JUNCTION	J Businesses generally located on KEN PRATT BOULEVARD East of MAIN STREET and West of LEFTHAND CREEK.



LODGERS TAX
July
2011

	2011 MONTHLY	PERCENT CHANGE	2010 MONTHLY	2011 YTD	PERCENT CHANGE	2010 YTD
January	14,956	(10.1) %	16,641	14,956	(10.1) %	16,641
February	17,812	(3.2) %	18,392	32,767	(6.5) %	35,033
March	17,042	(12.9) %	19,555	49,810	(8.8) %	54,588
April	19,122	(9.7) %	21,176	68,932	(9.0) %	75,764
May	26,473	2.3 %	25,870	95,405	(6.1) %	101,634
June	24,224	(10.5) %	27,077	119,630	(7.1) %	128,711
July	32,177	(26.0) %	43,506	151,807	(11.9) %	172,216
August		0.0 %			0.0 %	
September		0.0 %			0.0 %	
October		0.0 %			0.0 %	
November		0.0 %			0.0 %	
December		0.0 %			0.0 %	
Total	\$ 151,807	(11.9) %	\$ 172,216			