

CITY OF LONGMONT FINANCE DEPARTMENT

SALES AND USE TAX DIVISION

ANALYSIS OF TAXES

June 2011

SUMMARY

Total Taxes this Month:	\$	4,122,858
Compared to Last Year:		3,923,523
Percentage change:		5.1 %

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SALES AND USE TAX SUMMARY CITY OF LONGMONT

June 2011

Overview

Month of June : Total Sales and Use Tax for the month of June increased by 5.1% compared to last year. The Sales Tax component increased by 2.6% and the Use Tax component increased by 25.7%.

Year to Date: Total Sales and Use Tax through June increased by 7.1% for 2011. The Sales Tax component increased by 5.7% and the Use tax component increased by 15.1%.

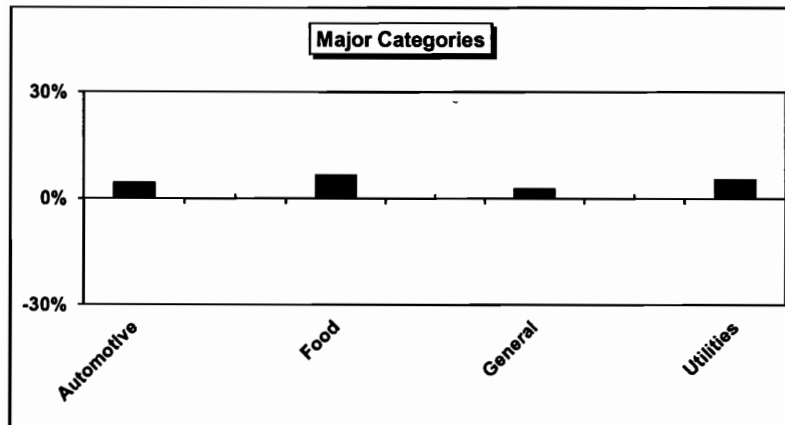
Important note in understanding year-to-year comparative basis within this report:

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.

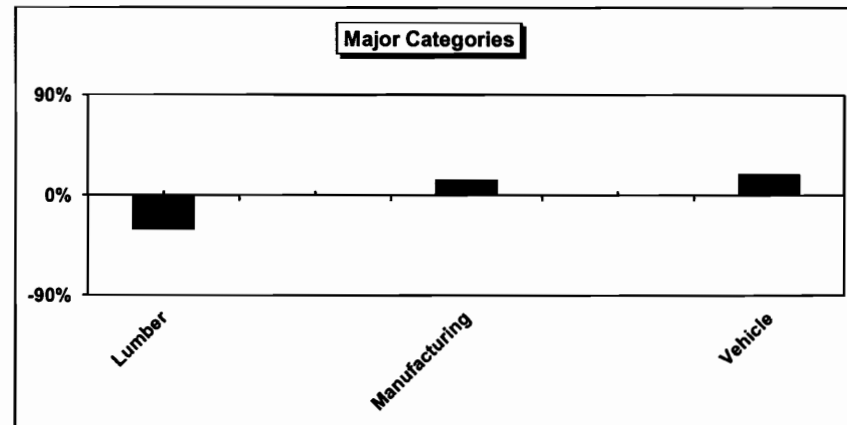
Sales Tax Activity

The *Automotive, Food, Utilities and General* categories showed increases of 4.4%, 6.6%, 5.4% and 2.8% respectively when compared to 2010.



Use Tax Activity

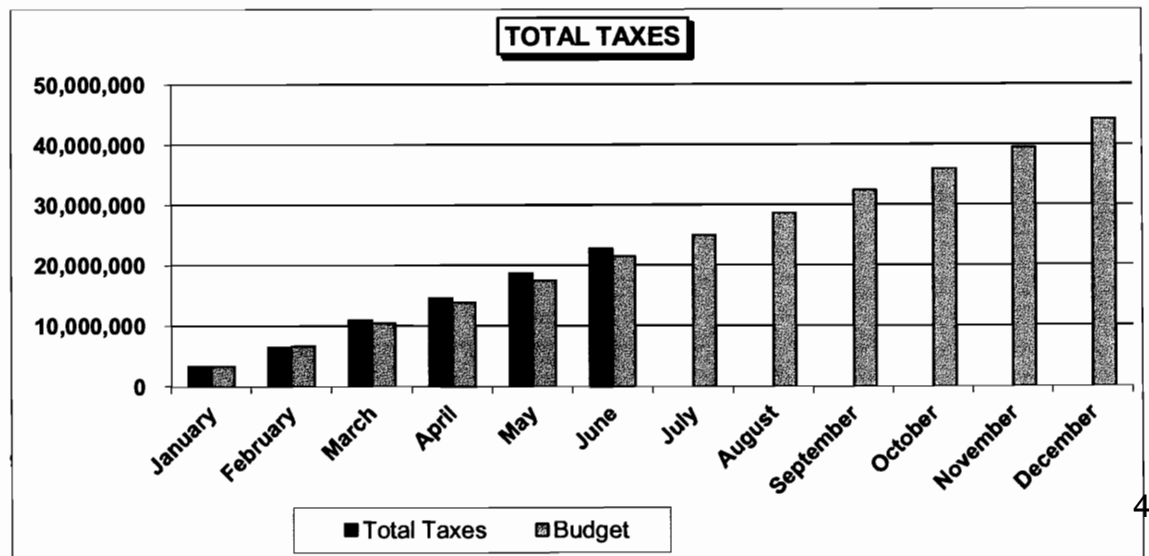
The *Manufacturing and Vehicle* categories showed increases of 12.9% and 18.4% while the Lumber category showed a decrease of 30.4% when compared to 2010.



SALES & USE TAX - BUDGET TO ACTUAL

**June
2011**

	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			-
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			\$ 19,270,779	3,602,875	22,873,654



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

**Revenue Growth Per Fund / Current Year to Previous Year
June 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	11,136,229	135,161	11,271,390	11,768,414	34,764	11,803,178	5.7%	-74.3%	4.7%	1.18%
PIF Fund	-	1,776,595	1,776,595	-	2,165,466	2,165,466	n/a	21.9%	21.9%	-11.50%
Other Funds	7,099,347	1,218,744	8,318,091	7,502,365	1,402,646	8,905,011	5.7%	15.1%	7.1%	-0.49%
All Funds Total	18,235,576	3,130,500	21,366,076	19,270,779	3,602,876	22,873,655	5.7%	15.1%	7.1%	-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 six months is that the General Fund share of revenue from sales and use tax is up by 4.7%. 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 six months, the PIF is up by 21.9%, 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 7.1%.

SALES AND USE TAX**June****2011****5****ACCOUNT GROUPS****June
2011****June
2010****INC
(DEC)****YTD
2011****YTD
2010****INC
(DEC)****GRAND TOTALS**

Active Accounts	7,957	7,651	306	7,957	7,651	306
Net Taxable Sales	108,046,374	105,706,407	2.2 %	592,165,450	561,880,743	5.4 %
Net Sales Tax	3,454,001	3,365,573	2.6 %	19,011,625	17,985,964	5.7 %
Delinquent Sales Tax	41,531	71,932	-	229,127	207,879	-
Use Tax	604,149	480,815	25.7 %	3,577,651	3,103,492	15.3 %
Delinquent Use Tax	15,293	0	-	25,224	27,009	-
Other Revenue*	7,884	5,203	-	30,027	41,732	-
Total Revenue	4,122,858	3,923,523	5.1 %	22,873,654	21,366,076	7.1 %

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

June

2011

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ACCOUNT GROUPS

01000 Apparel

	June 2011	June 2010	INC (DEC)	YTD 2011	YTD 2010	INC (DEC)
Active Accounts	93	93	0	93	93	0
Net Taxable Sales	2,216,930	2,145,838	3.3 %	10,793,407	10,421,172	3.6 %
Net Sales Tax	72,070	69,723	3.4 %	349,910	335,598	4.3 %
Delinquent Sales Tax	0	0	-	688	2,812	-
Use Tax	280	263	6.5 %	2,212	870	154.3 %
Delinquent Use Tax	0	0	-	0	0	-
Other Revenue	168	25	-	392	494	-
Total Revenue	72,518	70,011	3.6 %	353,202	339,774	4.0 %
% of Total Revenue	1.8 %	1.8 %	0.0 %	1.5 %	1.6 %	(0.1) %

02000 Automotive

Active Accounts	291	294	(3)	291	294	(3)
Net Taxable Sales	7,856,279	8,339,665	(5.8) %	44,675,239	45,410,556	(1.6) %
Net Sales Tax	254,079	262,802	(3.3) %	1,428,089	1,367,992	4.4 %
Delinquent Sales Tax	1,317	8,071	-	23,654	20,369	-
Use Tax	1,864	2,944	(36.7) %	14,700	8,069	82.2 %
Delinquent Use Tax	0	0	-	500	0	-
Other Revenue	359	332	-	2,164	1,345	-
Total Revenue	257,619	274,149	(6.0) %	1,469,107	1,397,775	5.1 %
% of Total Revenue	6.2 %	7.0 %	(0.8) %	6.4 %	6.5 %	(0.1) %

03000 Food

Active Accounts	422	379	43	422	379	43
Net Taxable Sales	33,574,664	31,405,936	6.9 %	187,800,669	176,512,342	6.4 %
Net Sales Tax	1,086,024	1,014,441	7.1 %	6,054,346	5,680,745	6.6 %
Delinquent Sales Tax	8,542	9,265	-	79,881	72,044	-
Use Tax	8,765	18,118	(51.6) %	55,025	79,604	(30.9) %
Delinquent Use Tax	0	0	-	0	0	-
Other Revenue	1,602	2,824	-	7,031	15,588	-
Total Revenue	1,104,932	1,044,648	5.8 %	6,196,282	5,847,981	6.0 %
% of Total Revenue	26.8 %	26.6 %	0.2 %	27.1 %	27.4 %	(0.3) %

SALES AND USE TAX

June

2011

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ACCOUNT GROUPS

04000 Home Furnishings

	June 2011	June 2010	INC (DEC)	YTD 2011	YTD 2010	INC (DEC)
Active Accounts	236	223	13	236	223	13
Net Taxable Sales	3,948,262	3,484,686	13.3 %	20,726,629	19,525,263	6.2 %
Net Sales Tax	107,282	113,126	(5.2) %	631,941	631,217	0.1 %
Delinquent Sales Tax	21,175	0	-	35,422	1,362	-
Use Tax	929	754	23.2 %	4,371	6,762	(35.4) %
Delinquent Use Tax	15,293	0	-	15,293	0	-
Other Revenue	2,072	318	-	4,169	1,487	-
Total Revenue	146,751	114,198	28.5 %	691,196	640,828	7.9 %
% of Total Revenue	3.6 %	2.9 %	0.7 %	3.0 %	3.0 %	0.0 %

05000 General

Active Accounts	472	464	8	472	464	8
Net Taxable Sales	21,594,679	21,994,416	(1.8) %	112,502,494	110,401,444	1.9 %
Net Sales Tax	704,961	662,641	6.4 %	3,638,344	3,540,412	2.8 %
Delinquent Sales Tax	525	52,425	-	8,606	61,182	-
Use Tax	2,516	8,575	(70.7) %	16,063	24,891	(35.5) %
Delinquent Use Tax	0	0	-	0	0	-
Other Revenue	113	1,106	-	2,731	6,963	-
Total Revenue	708,116	724,747	(2.3) %	3,665,744	3,633,448	0.9 %
% of Total Revenue	17.2 %	18.5 %	(1.3) %	16.0 %	17.0 %	(1.0) %

06000 Lodging

Active Accounts	20	19	1	20	19	1
Net Taxable Sales	1,309,556	1,452,975	(9.9) %	6,470,501	6,969,741	(7.2) %
Net Sales Tax	42,742	47,403	(9.8) %	210,939	227,359	(7.2) %
Delinquent Sales Tax	0	0	-	0	0	-
Use Tax	794	632	25.6 %	2,949	966	205.3 %
Delinquent Use Tax	0	0	-	0	0	-
Other Revenue	3	10	-	441	141	-
Total Revenue	43,539	48,045	(9.4) %	214,329	228,466	(6.2) %
% of Total Revenue	1.1 %	1.2 %	(0.1) %	0.9 %	1.1 %	(0.2) %

SALES AND USE TAX

June

2011

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ACCOUNT GROUPS

	June 2011	June 2010	INC (DEC)	YTD 2011	YTD 2010	INC (DEC)
07000 Lumber						
Active Accounts	2,233	2,097	136	2,233	2,097	136
Net Taxable Sales	8,931,587	9,018,175	(1.0) %	38,505,440	38,399,435	0.3 %
Net Sales Tax	291,273	292,435	(0.4) %	1,252,496	1,241,573	0.9 %
Delinquent Sales Tax	0	1,553	-	2,922	4,092	-
Use Tax	130,034	79,112	64.4 %	478,725	687,736	(30.4) %
Delinquent Use Tax	0	0	-	570	0	-
Other Revenue	0	0	-	918	1,658	-
Total Revenue	421,307	373,100	12.9 %	1,735,631	1,935,059	(10.3) %
% of Total Revenue	10.2 %	9.5 %	0.7 %	7.6 %	9.1 %	(1.5) %

08000 Professional

Active Accounts	1,853	1,798	55	1,853	1,798	55
Net Taxable Sales	2,031,253	2,114,938	(4.0) %	9,766,333	10,171,809	(4.0) %
Net Sales Tax	64,377	66,541	(3.3) %	299,772	312,068	(3.9) %
Delinquent Sales Tax	862	618	-	14,367	13,989	-
Use Tax	48,996	22,107	121.6 %	615,769	189,826	224.4 %
Delinquent Use Tax	0	0	-	594	10,227	-
Other Revenue	950	0	-	3,079	1,635	-
Total Revenue	115,185	89,266	29.0 %	933,581	527,745	76.9 %
% of Total Revenue	2.8 %	2.3 %	0.5 %	4.1 %	2.5 %	1.6 %

09000 Public Utility

Active Accounts	286	271	15	286	271	15
Net Taxable Sales	12,670,121	9,992,973	26.8 %	76,207,207	72,346,826	5.3 %
Net Sales Tax	413,800	326,154	26.9 %	2,489,214	2,361,068	5.4 %
Delinquent Sales Tax	0	0	-	0	0	-
Use Tax	7,089	14,135	(49.8) %	119,170	128,437	(7.2) %
Delinquent Use Tax	0	0	-	0	0	-
Other Revenue	33	11	-	188	120	-
Total Revenue	420,922	340,300	23.7 %	2,608,572	2,489,625	4.8 %
% of Total Revenue	10.2 %	8.7 %	1.5 %	11.4 %	11.7 %	(0.3) %

SALES AND USE TAX

June

2011

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ACCOUNT GROUPS

10000 Unclassified

	June 2011	June 2010	INC (DEC)	YTD 2011	YTD 2010	INC (DEC)
Active Accounts	1,735	1,690	45	1,735	1,690	45
Net Taxable Sales	12,570,639	14,019,896	(10.3) %	68,116,438	59,563,240	14.4 %
Net Sales Tax	374,290	454,299	(17.6) %	2,124,423	1,901,324	11.7 %
Delinquent Sales Tax	9,110	0	-	56,435	28,827	-
Use Tax	21,190	24,324	(12.9) %	339,150	315,728	7.4 %
Delinquent Use Tax	0	0	-	0	2,152	-
Other Revenue	2,310	484	-	6,923	7,448	-
Total Revenue	406,900	479,107	(15.1) %	2,526,931	2,255,479	12.0 %
% of Total Revenue	9.9 %	12.2 %	(2.3) %	11.0 %	10.6 %	0.4 %

11200 Home Occupations

Active Accounts	103	103	0	103	103	0
Net Taxable Sales	364,966	385,641	(5.4) %	2,287,158	2,063,585	10.8 %
Net Sales Tax	11,651	12,321	(5.4) %	66,297	59,736	11.0 %
Delinquent Sales Tax	0	0	-	6,999	3,202	-
Use Tax	0	0	0.0 %	1	1	0.0 %
Delinquent Use Tax	0	0	-	0	0	-
Other Revenue	10	13	-	90	2,116	-
Total Revenue	11,661	12,334	(5.5) %	73,387	65,055	12.8 %
% of Total Revenue	0.3 %	0.3 %	0.0 %	0.3 %	0.3 %	0.0 %

12000 Manufacturing

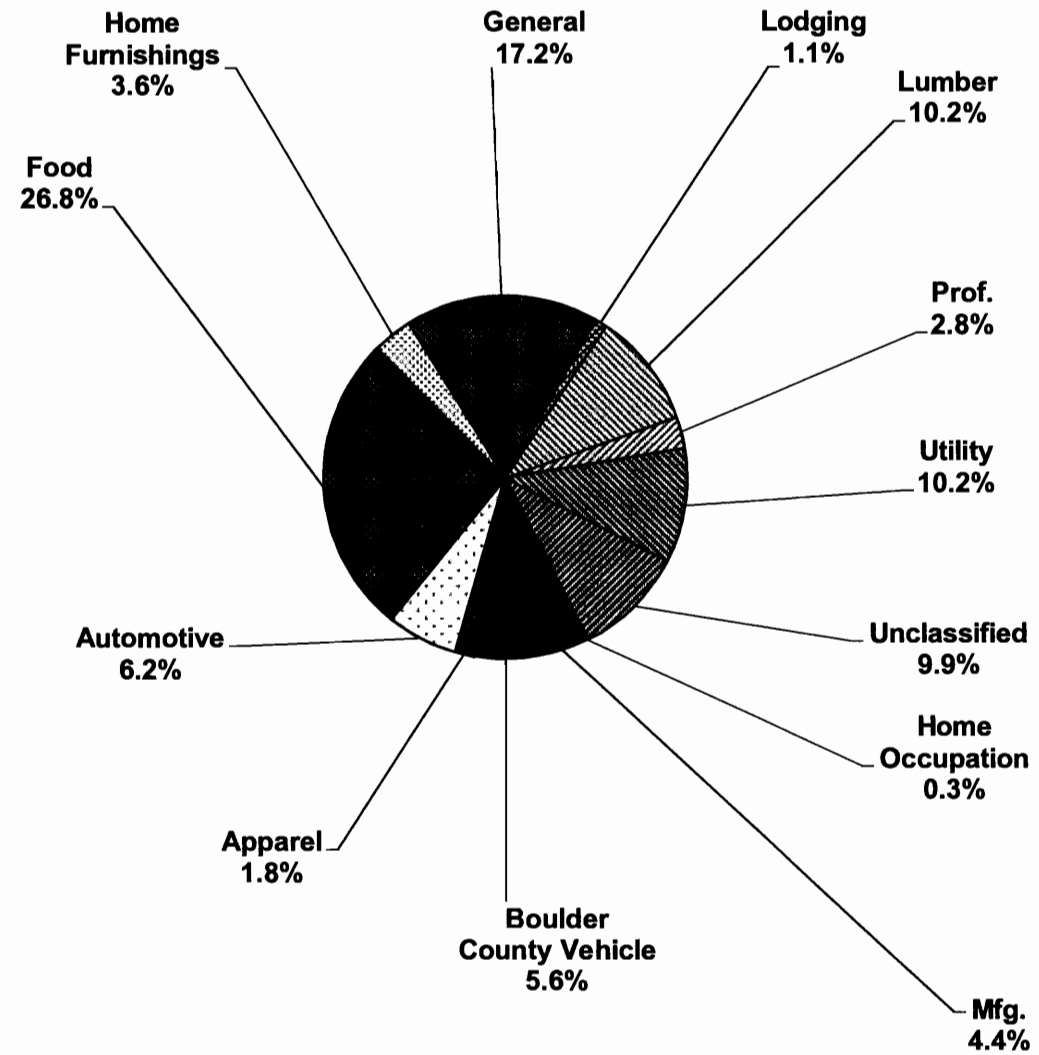
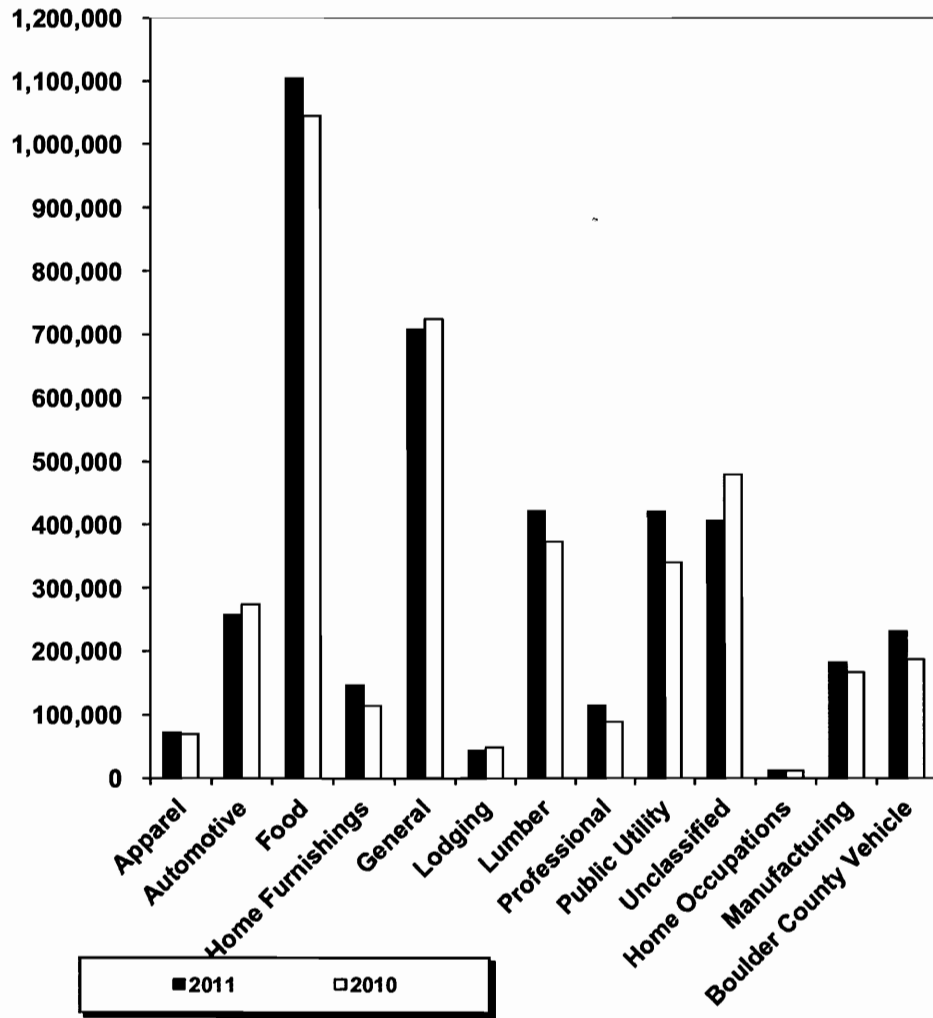
Active Accounts	212	219	(7)	212	219	(7)
Net Taxable Sales	977,438	1,351,268	(27.7) %	14,313,935	10,095,330	41.8 %
Net Sales Tax	31,452	43,687	(28.0) %	465,855	326,872	42.5 %
Delinquent Sales Tax	0	0	-	153	0	-
Use Tax	150,400	122,731	22.5 %	759,594	672,515	12.9 %
Delinquent Use Tax	0	0	-	8,267	14,630	-
Other Revenue	264	80	-	1,901	2,737	-
Total Revenue	182,116	166,498	9.4 %	1,235,770	1,016,754	21.5 %
% of Total Revenue	4.4 %	4.2 %	0.2 %	5.4 %	4.8 %	0.6 %

00000 Boulder County Vehicle

Use Tax	231,292	187,120	23.6 %	1,169,922	988,087	18.4 %
% of Total Revenue	5.6 %	4.8 %	0.8 %	5.1 %	4.6 %	0.5 %

Net Sales & Use Tax by Industry Type

For The Month Of
June
2011



SUMMARY OF SALES & USE TAX ACTIVITY BY INDUSTRY

June
2011

ACCOUNT GROUP ACCOUNT #	ACTIVE ACCTS		June 2011	June 2010	INCR/ (DECR)	YTD 2011	YTD 2010	INCR/ (DECR)
Apparel 01000	93	Net Taxable Sales	2,216,930	2,145,838	3.3 %	10,793,407	10,421,172	3.6 %
		Total Revenue	72,518	70,011	3.6 %	353,202	339,774	4.0 %
Automotive 02000	291	Net Taxable Sales	7,856,279	8,339,665	(5.8) %	44,675,239	45,410,556	(1.6) %
		Total Revenue	257,619	274,149	(6.0) %	1,469,107	1,397,775	5.1 %
Food 03000	422	Net Taxable Sales	33,574,664	31,405,936	6.9 %	187,800,669	176,512,342	6.4 %
		Total Revenue	1,104,932	1,044,648	5.8 %	6,196,282	5,847,981	6.0 %
Home Furnishings 04000	236	Net Taxable Sales	3,948,262	3,484,686	13.3 %	20,726,629	19,525,263	6.2 %
		Total Revenue	146,751	114,198	28.5 %	691,196	640,828	7.9 %
General 05000	472	Net Taxable Sales	21,594,679	21,994,416	(1.8) %	112,502,494	110,401,444	1.9 %
		Total Revenue	708,116	724,747	(2.3) %	3,665,744	3,633,448	0.9 %
Lodging 06000	20	Net Taxable Sales	1,309,556	1,452,975	(9.9) %	6,470,501	6,969,741	(7.2) %
		Total Revenue	43,539	48,045	(9.4) %	214,329	228,466	(6.2) %
Lumber 07000	2,233	Net Taxable Sales	8,931,587	9,018,175	(1.0) %	38,505,440	38,399,435	0.3 %
		Total Revenue	421,307	373,100	12.9 %	1,735,631	1,935,059	(10.3) %
Professional 08000	1,853	Net Taxable Sales	2,031,253	2,114,938	(4.0) %	9,766,333	10,171,809	(4.0) %
		Total Revenue	115,185	89,266	29.0 %	933,581	527,745	76.9 %
Public Utility 09000	286	Net Taxable Sales	12,670,121	9,992,973	26.8 %	76,207,207	72,346,826	5.3 %
		Total Revenue	420,922	340,300	23.7 %	2,608,572	2,489,625	4.8 %
Unclassified 10000	1,735	Net Taxable Sales	12,570,639	14,019,896	(10.3) %	68,116,438	59,563,240	14.4 %
		Total Revenue	406,900	479,107	(15.1) %	2,526,931	2,255,479	12.0 %
Home Occupations 11200	103	Net Taxable Sales	364,966	385,641	(5.4) %	2,287,158	2,063,585	10.8 %
		Total Revenue	11,661	12,334	(5.5) %	73,387	65,055	12.8 %
Manufacturing 12000	212	Net Taxable Sales	977,438	1,351,268	(27.7) %	14,313,935	10,095,330	41.8 %
		Total Revenue	182,116	166,498	9.4 %	1,235,770	1,016,754	21.5 %
Boulder County Vehicle 00000	1	Net Taxable Sales	0	0	0.0 %	0	0	0.0 %
		Total Revenue	231,292	187,120	23.6 %	1,169,922	988,087	18.4 %
GRAND TOTALS	7,957	Net Taxable Sales	108,046,374	105,706,407	2.2 %	592,165,450	561,880,743	5.4 %
		Total Revenue	4,122,858	3,923,523	5.1 %	22,873,654	21,366,076	7.1 %

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.

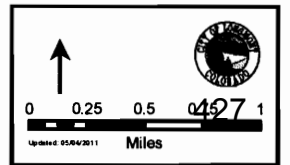
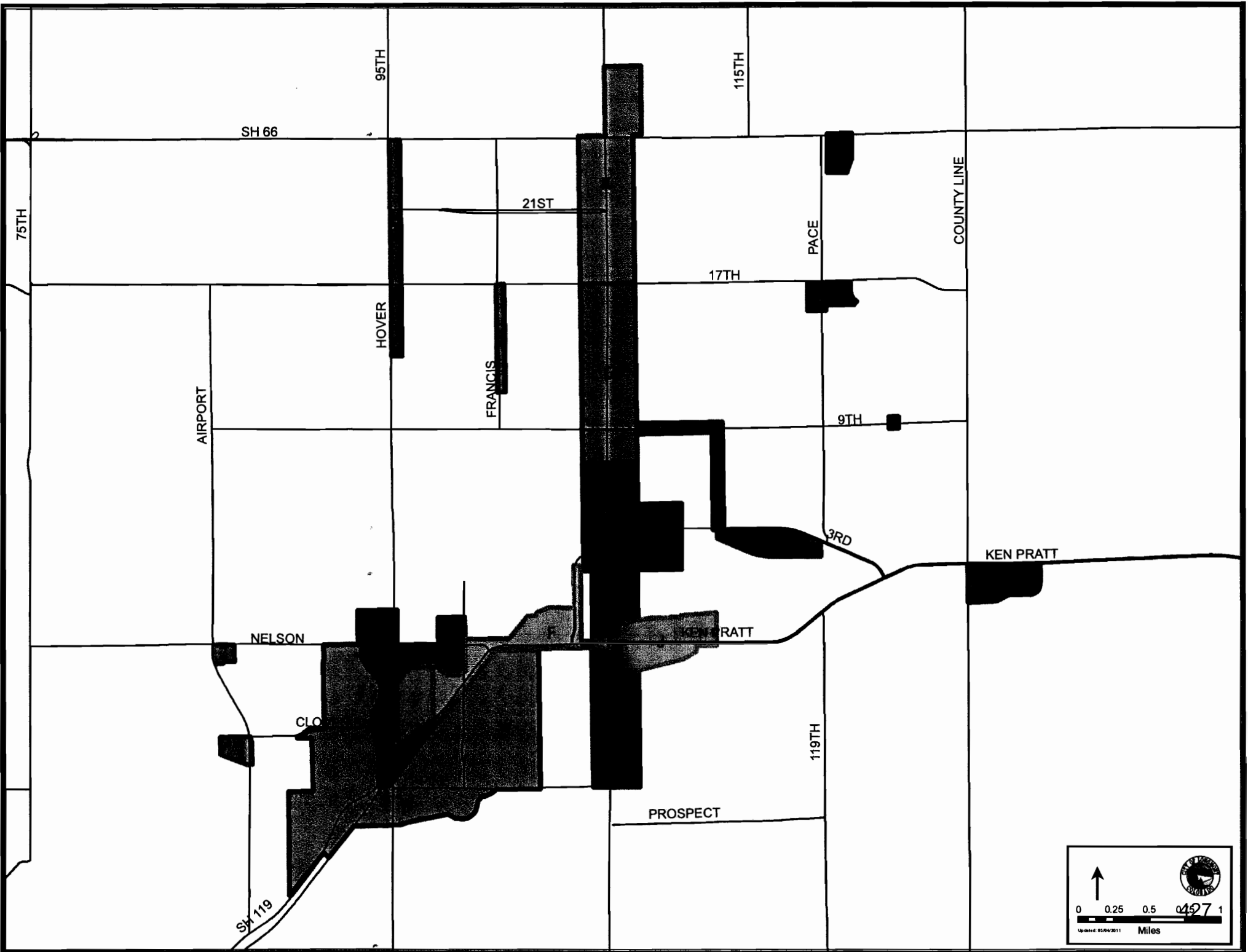
SUMMARY OF SALES & USE TAX ACTIVITY BY GEOGRAPHICAL LOCATION

June
2011

LOCATION		% OF TOTAL	June 2011	June 2010	INCR/ (DECR)	YTD 2011	YTD 2010	INCR/ (DECR)
NORTH MAIN	Net Taxable Sales	13.5%	14,573,952	15,438,424	(5.6) %	83,451,203	87,905,341	(5.1) %
	Total Revenue	11.7%	483,240	515,841	(6.3) %	2,752,646	2,901,078	(5.1) %
CENTRAL MAIN	Net Taxable Sales	2.4%	2,571,172	2,629,721	(2.2) %	14,686,811	14,116,261	4.0 %
	Total Revenue	2.0%	84,005	85,301	(1.5) %	478,955	462,525	3.6 %
DOWNTOWN	Net Taxable Sales	3.2%	3,469,137	3,153,045	10.0 %	19,292,939	16,235,113	18.8 %
	Total Revenue	2.8%	116,785	104,665	11.6 %	629,703	533,357	18.1 %
SOUTH MAIN	Net Taxable Sales	2.3%	2,536,615	2,652,275	(4.4) %	15,924,096	14,732,978	8.1 %
	Total Revenue	2.0%	83,406	87,288	(4.4) %	523,028	472,058	10.8 %
KEN PRATT BOULEVARD	Net Taxable Sales	7.3%	7,896,532	7,945,089	(0.6) %	43,551,809	42,173,863	3.3 %
	Total Revenue	6.3%	260,547	264,611	(1.5) %	1,442,491	1,401,127	3.0 %
TWIN PEAKS MALL	Net Taxable Sales	2.8%	2,994,378	3,200,790	(6.4) %	15,684,734	16,475,035	(4.8) %
	Total Revenue	2.5%	102,973	107,789	(4.5) %	531,623	542,190	(1.9) %
TW PKS SQ EXTENDED	Net Taxable Sales	18.9%	20,372,143	21,755,394	(6.4) %	109,578,236	114,979,176	(4.7) %
	Total Revenue	16.5%	679,400	726,414	(6.5) %	3,664,897	3,863,279	(5.1) %
LASHLEY	Net Taxable Sales	1.5%	1,574,074	1,942,671	(19.0) %	9,744,847	12,144,892	(19.8) %
	Total Revenue	1.3%	54,425	70,503	(22.8) %	340,727	361,463	(5.7) %
NORTH HOVER	Net Taxable Sales	2.4%	2,576,112	2,877,480	(10.5) %	14,842,995	15,816,337	(6.2) %
	Total Revenue	2.1%	84,844	94,928	(10.6) %	486,440	550,193	(11.6) %
FRANCIS	Net Taxable Sales	0.5%	511,659	653,673	(21.7) %	3,310,123	3,870,836	(14.5) %
	Total Revenue	0.4%	16,633	21,514	(22.7) %	108,578	127,570	(14.9) %
ALL OTHERS	Net Taxable Sales	2.5%	2,706,832	2,438,969	11.0 %	12,365,779	11,388,202	8.6 %
	Total Revenue	2.5%	103,715	94,133	10.2 %	652,670	503,766	29.6 %
OUT OF TOWN	Net Taxable Sales	20.7%	22,411,187	23,001,184	(2.6) %	124,159,460	112,936,303	9.9 %
	Total Revenue	18.8%	774,842	798,724	(3.0) %	4,280,820	3,959,370	8.1 %
MISCELLANEOUS	Net Taxable Sales	0.2%	189,538	274,531	(31.0) %	995,978	1,409,067	(29.3) %
	Total Revenue	0.2%	6,825	8,998	(24.1) %	46,881	48,306	(3.0) %
CITY, BLDR CO	Net Taxable Sales	3.1%	3,356,475	3,298,359	1.8 %	20,326,818	19,357,096	5.0 %
	Total Revenue	11.2%	461,410	365,850	26.1 %	2,283,745	2,294,494	(0.5) %
SW BUSINESS	Net Taxable Sales	2.0%	2,210,750	2,159,452	2.4 %	18,418,615	14,825,077	24.2 %
	Total Revenue	4.8%	199,938	173,291	15.4 %	1,814,437	1,254,906	44.6 %
AIRPORT ROAD	Net Taxable Sales	0.3%	289,133	255,171	13.3 %	1,558,728	1,327,787	17.4 %
	Total Revenue	0.2%	9,815	8,225	19.3 %	48,829	44,625	9.4 %
PACE	Net Taxable Sales	7.8%	8,458,290	3,689,624	129.2 %	40,624,879	21,551,623	88.5 %
	Total Revenue	6.7%	277,532	121,227	128.9 %	1,337,336	707,605	89.0 %
HARVEST JUNCTION	Net Taxable Sales	8.7%	9,348,395	8,340,555	12.1 %	43,647,400	40,635,756	7.4 %
	Total Revenue	7.8%	322,523	274,221	17.6 %	1,449,848	1,338,164	8.3 %
TOTALS	Net Taxable Sales	100.0%	108,046,374	105,706,407	2.2 %	592,165,450	561,880,743	5.4 %
	Total Revenue	100.0%	4,122,858	3,923,523	5.1 %	22,873,654	21,366,076	7.1 %

DESIGNATION**APPROXIMATE GEOGRAPHICAL AREA OF DESIGNATION**

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
June
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	5.3 %	113,607
July		0.0 %			0.0 %	
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	\$ 119,630	(7.1) %	\$ 128,711			

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