City of Louisville
COLORADO • SINCE 1878

Economic Vitality Committee

Friday, March 6, 2020
Spruce Conference Room
749 Main Street, Louisville, CO 80027
10:00 AM

I. Call to Order

II. Roll Call

III. Approval of Agenda

IV. Approval of February 17, 2020 Meeting Minutes

V. Public Comments on Items Not on the Agenda (Limit to 3 Minutes)

VI. Discussion/Direction- Economic Vitality Strategy Goals & Measures

VII. Staff Updates:

   a. December 2019 / Year-End 2019 Sales Tax Reports

VIII. Current Articles:

   a. Retailers and Sustainability

IX. Next Meeting (date and time to be determined)

   a. Economic Vitality Strategic Plan Presentation to City Council: April 7

X. Adjourn

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City of Louisville
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Economic Vitality Committee

Meeting Minutes

Wednesday, February 17, 2020

I. **Call to Order:** Councilmember Dickinson called the meeting to order at 10:02 AM in the Spruce Conference Room, 749 Main Street, Louisville, CO.

II. **Roll Call:** The following members of the City Council were present: Councilmember Dickinson, Mayor Pro Tem Maloney, and Mayor Stolzmann. Also present were City Manager Heather Balser, Deputy City Manager Megan Davis, Economic Vitality Director Megan Pierce, and one member of the public.

III. **Approval of Agenda:** Mayor Stolzmann made a motion to approve the agenda as presented; motion was seconded by Mayor Pro Tem Maloney. Motion passed.

IV. **Approval of February 5, 2020 Meeting Minutes:** Mayor Stolzmann made a motion to approve the minutes; motion was seconded by Mayor Pro Tem Maloney. Motion passed.

V. **Public Comments on Items Not on the Agenda:** None.

VI. **Discussion- Economic Vitality Strategic Goals:** With Director Pierce, the Committee reviewed definitions of a Vision Statement, which should illustrate the future desired landscape of the community; it is foundational to translating Goals and then specific Actions. Previously, the Vision Statement for the Economic Vitality Strategic Plan was defined as: "Louisville will work with businesses and regional partners to foster an economic environment that produces high quality jobs, sustainable revenue to support City services, innovative companies and a diversity of businesses, employees, and customers. In this effort, Louisville will identify barriers to success to encourage and incentivize projects that are environmentally conscious, increase community engagement, and maintain our small town character."

The Committee discussed what they felt were the critical elements of that statement and worked on revising it to describe what Louisville wants to become. Members dialogued about how to balance specific desires with a more general, overarching statement. The Vision Statement was revised as follows: "Louisville is dedicated to producing reliable revenue to support City services which enhance our quality of life by fostering an economic environment that

generates high quality jobs, innovative companies, and a diversity of businesses, employees, and customers."

Next Director Pierce and the Committee reviewed how Strategic Goals could be crafted from the agreed-to statement. A Strategic Goal is a broad statement of a desirable and measurable result in achieving the organizational vision. Goals have a three to five year time horizon. Councilmember Dickinson noted that the Committee wants to draft somewhere between five and seven goals, so that we stay focused on the highest priorities. The Committee discussed key ideas and themes from February 5—including that a positive impact on budget would be assumed through the other goals rather than specifically highlighted on its own.

The Committee developed several themes it thought were the highest priority goals. Staff was asked to review and refine these ideas for feedback at the next meeting:

- Develop differentiated retail strategies;
- Retention and attraction to reduce vacant space;
- Foster relationships for a good business climate;
- Creating a balance of quantity and quality of jobs; and
- Deliberate and targeted investment and revitalization.

VII. **Discussion- BRaD 2020 Business Forum:** Director Pierce shared the desire of the Business Retention and Development (BRaD) Committee to gather Council feedback on planning for a spring Business Forum, to be held in May or June. Resident Susan Loo shared context on BRaD's prior conversations to have a "Meet the Council" component of the Forum. The Council noted members had participated in the past, but that it would be better to have a more facilitated or panel with the Council. Councilmember Dickinson agreed to attend the March BRaD meeting in order to share the Council's desires around participating.

VIII. **Current Article- ICSC Retail Spending Outlook Webinar Slides:** Director Pierce shared that she recently participated in a webinar from the International Council of Shopping Centers (ICSC) focused on anticipated retail spending for 2020. While the webinar is at the level of national trends and outlook, some of the data will likely apply to local retail sectors.

IX. **Next Meeting:** Members determined the next Committee meeting would be held on Friday, March 6 @ 10:00 AM.

X. **Adjourn:** The meeting adjourned at 12:21 PM.

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ECONOMIC VITALITY COMMITTEE

SUBJECT: **DISCUSSION- ECONOMIC VITALITY STRATEGY GOALS AND MEASURES**

DATE: **MARCH 6, 2020**

PRESENTED BY: **MEGAN E. PIERCE, ECONOMIC VITALITY DIRECTOR**

SUMMARY:
One of the Economic Vitality Committee's Objectives is development of an Economic Vitality Strategic Plan. On February 17, the Committee drafted a Vision Statement that will be the overarching "destination" for the Strategic Plan. The Committee also started to draw out the key themes and ideas that should be developed into actionable and measurable Goals.

DISCUSSION:
Staff suggests beginning the discussion with review and confirmation of the Vision Statement created at the February 17 meeting. We previously also took feedback to begin development of the Strategic Plan Goals; a draft has been included in the attached materials. We will seek the Committee's input to refine the four plan Goals.

In determining the Goals, we will also consider the Key Performance Indicators (KPIs) previously adopted for the Economic Prosperity Program. Since each of the Goals needs to be measurable (Did we achieve or succeed in what we set out to do?), we want to consider the KPIs before finalizing the goals. As the City is undergoing a process this year to review and refine its KPI program, we will have an opportunity to feed new measures into our Economic Vitality Strategic Plan.

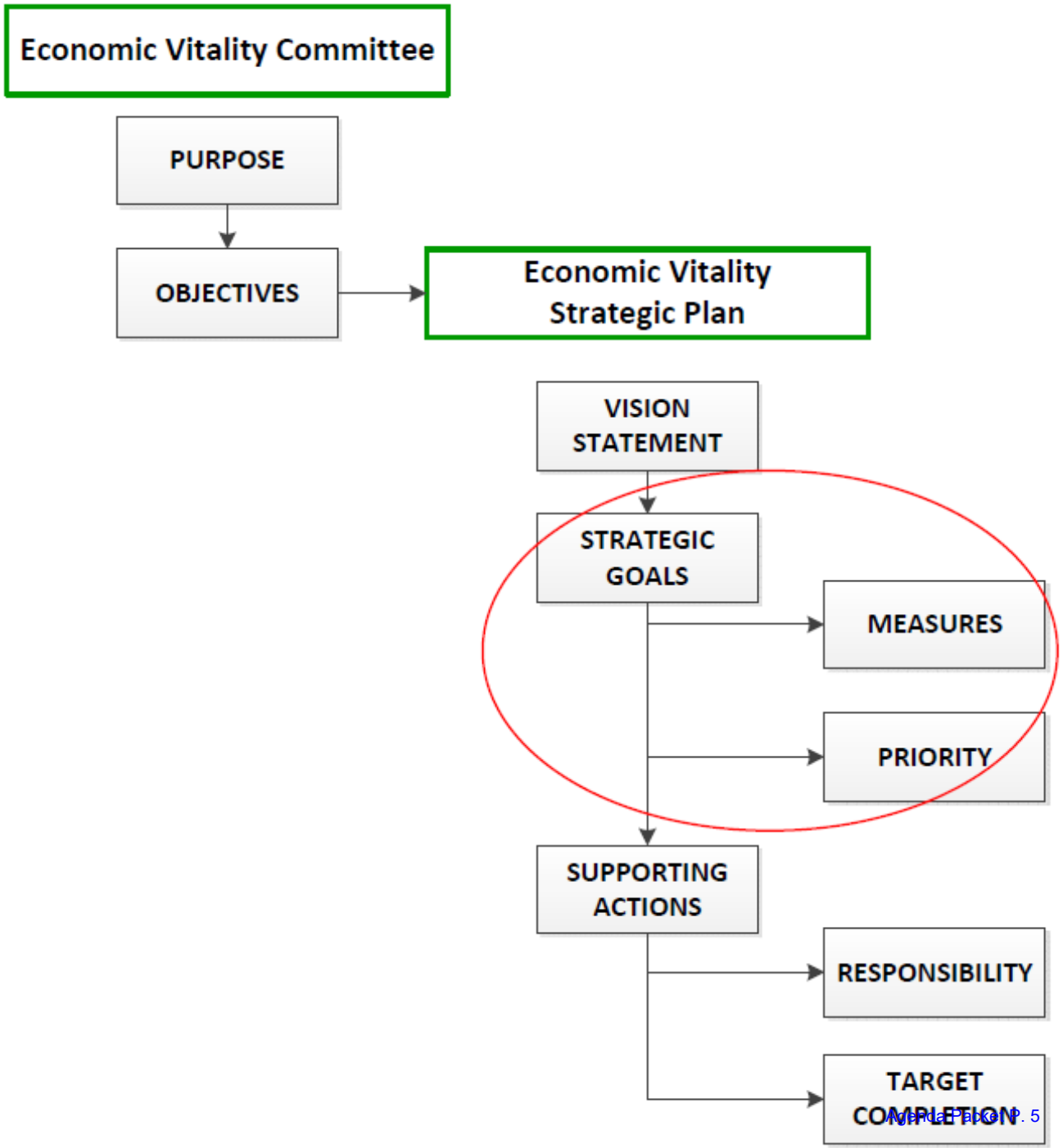
Lastly, we will want to review the overall prioritization of the Goals. For staff to work effectively in carrying-out Plan Goals over the next three to five years, we need to gather input about where the most energy should be focused.

As previously discussed, we hope to begin preparing the Vision Statement, Strategic Goals, and KPIs for presentation to City Council.

RECOMMENDATION:
Review and provide direction on draft Goals; discuss measures and prioritization.

ATTACHMENTS:
- Strategic Planning Discussion Materials

Planning Process (current stage)



Core Strategic Planning Questions for Leaders

- Why do we exist?
- Why do we stand for?
- Where are we heading?
- How do we get there?
- How do we stay on the right path?

Strategic Plan Vision Statement (revised 2/17)

"Louisville is dedicated to producing reliable revenue to support City services which enhance our quality of life by fostering an economic environment that generates high quality jobs, innovative companies, and a diversity of businesses, employees, and customers."

Crafting Strategic Goals

- Goals are qualitative and directional statements
  - Support the Vision Statement
  - Represent desired outcomes of your Plan
- Should be measurable points of reference to make decisions as well as develop projects and programs
- Ask: “Does this Goal communicate the intent of our economic vitality efforts?”
- Be clear and concise; statements in positive terms
- Goals must be prioritized; top goals are those to pursue immediately
  - Time horizon of three to five years

Key Themes for Goal Development (from 2/17)

- Develop differentiated retail strategies
- Retention and attraction to reduce vacant space
- Foster relationships for a good business climate
- Creating a balance of quantity and quality of jobs
- Deliberate and targeted investment and revitalization

Draft Goals

- Develop differentiated tools and programs focused on increasing retail stores and revenue-generating activities
- Focus retention and attraction strategies on underutilized retail spaces, blighted properties, and long-term vacancies
- Improve our business climate through collaborative relationships and effective processes
- Facilitate a mix of diverse and quality job opportunities for Louisville residents

Existing Key Performance Indicators (KPIs)

- Context Data and General Information
  - Number of licensed businesses
- Workload
  - BAP Agreements Negotiated
  - Meetings Facilitated
  - Retention Visits
  - Lease Management (Old City Shops, Koko Plaza)
- Efficiency
  - Construction Dollars per BAP Incentive
  - Incentives per Job Added
  - Annual Sales Tax $ per $1.00 BAP Incentive

Existing KPIs (cont.)

- Effectiveness
  - Sales Tax $/Capita (target $740)
  - Total Number of Louisville Employees (target 15,500)
  - Median Household Income (target $95,000)
  - Investment in Louisville Commercial Property (target $35M)
  - Vacancy Rates (target 10% office, 15% retail, and 10% industrial)

City of Louisville
COLORADO • SINCE 1878

ECONOMIC VITALITY COMMITTEE

SUBJECT: **STAFF UPDATES**

DATE: **MARCH 6, 2020**

PRESENTED BY: **MEGAN E. PIERCE, ECONOMIC VITALITY DIRECTOR**

SUMMARY:
In the following, staff provides updates on recent activity related to economic vitality functions.

December 2019 / Year-End 2019 Sales Tax Reports:
Enclosed are the month of December 2019 and year-end 2019 sales tax reports that were recently presented to the Finance Committee. The first three pages provide narrative explanation of the report's chart and graphs. The Committee discussed significant changes as well as the comparison of budgeted projections to actual collections. Committee members suggested this information may also have relevance to the Economic Vitality Committee.

RECOMMENDATION:
The report is for information only. If the Committee wishes for staff to provide additional context or discussion, we should determine the priority and timing for that review.

ATTACHMENTS:
- February 18, 2020 Sales Tax Reports from Finance Committee Packet

City of Louisville
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FINANCE COMMITTEE COMMUNICATION

SUBJECT: **SALES TAX REPORTS FOR THE MONTH AND QUARTER ENDED DECEMBER 31, 2019**

DATE: **FEBRUARY 18, 2020**

PRESENTED BY: **PENNEY BOLTE, FINANCE DEPARTMENT**

SUMMARY:

Attached are the monthly revenue reports for sales tax, lodging tax, auto use tax, consumer use tax, and building use tax for the month ending December 31, 2019. Also included are the monthly and quarterly reports on sales tax revenue by area, by industry, revenue by area graphs for restaurants, and historical sales tax revenue.

Total revenue through December 2019 for the specific taxes contained on the Revenue History report, increased 6.2% for the year as compared to the same period in 2018.

Sales tax revenue for December 2019 decreased 0.8% from December 2018. YTD sales tax revenue for 2019 ended 11.6% above 2018 and 3.5% above projections. Excluding audit revenue, 2019 sales tax revenue trended 5% above 2018.

Lodging tax revenue for December 2019 decreased 1.9% from December 2018, and YTD revenue ended down 3.8% as compared to 2018. Lodging tax revenue finished 1.3% above projections for the year.

Auto use tax revenue for December 2019 decreased 14% from December 2018. YTD auto use tax revenue decreased 14.6% from 2018 and finished the year 0.5% above projections.

Building use tax revenue for December 2019 decreased 8.1% from December 2018. The year ended with revenue 9.5% below 2018, and 9.4% below projections.

Consumer use tax revenue for the month of December 2019 decreased 18.7% from December 2018 but finished the year 3% above 2018. Consumer use tax ended 12.4% below projections, but excluding audit revenue, finished the year 19.1% above 2018.

The monthly and quarterly **sales tax revenue by area** reports represent the YTD retail health of various quadrants of the City. These reports include <u>all</u> vendors remitting tax to the City.

The **Monthly Revenue by Area report for December 2019** was flat overall to December 2018. There were gains in some sectors offset by declines in other areas. Some factors

include the closing of Kohl's in the Interchange area, and some missing tax returns for the McCaslin North area.

The **Quarterly Revenue by Area sales tax report through 4th quarter 2019** is a one-page snapshot for major areas in the City. The original sectors are combined into Western, Eastern, Northern, Central and Outside City areas.

Most major sectors of the City recognized gains through 4th quarter 2019 except South Boulder Rd/Northern, which is down from 2018 due to the closure of Hobby Lobby mid-2018, and McCaslin/Western, which has missing tax returns.

Much of the increase reflected in Outside City sales tax revenue is attributed to technology and equipment purchases, and voluntary remittance by online/remote retailers.

The monthly and quarterly **sales tax revenue by industry** reports represent the retail health of individual industry sectors of the City. These reports include all vendors remitting tax to the City.

Like the Monthly Revenue by Area, the **Monthly Revenue by Industry report for the month of December 2019** indicates flat revenue for the month with some industry sector gains and some industry sector declines. There were declines for Automotive, Building Materials, Wholesale, and General Merchandise. The largest gains for the month of December were in Communications & Utilities, Apparel, and Furniture.

As with the Quarterly Revenue by Area report, the **Quarterly Revenue by Industry sales tax report through 4th quarter 2019** represents industry sectors that have been grouped together and are color-coded.

The Communication/Utilities, and All Other sector (which includes furniture, apparel and manufacturing), ended up for 4th quarter 2019. Due to the closure of Kohl's, General Merchandise has declined slightly.

When 2019 sales tax revenue is analyzed by **in-City and Outside City**, in-City sales tax revenue ended flat, and outside City sales tax increased 17.1% for the year, with most of the increase reflected in Communications/Utilities and General Merchandise.

The **Restaurant Revenue** graphs indicate sales tax revenue for Eating and Drinking establishments also ended the year flat to 2018. The McCaslin and Downtown areas were up slightly, and SBR/Hwy 42 and Louisville Plaza areas were down slightly.

The **Historical quarterly report** excludes audit revenue and provides 4th quarter comparisons from 2012 to present.

Also included in the Finance Committee packet for informational purposes, is an annual report representing how the **Top 50** vendors finished for 2019, a summary of the **2019**

audit/assessment revenue by tax type, and summaries of the **2019 annual consumer use tax** remitted to the City by Area and by Industry.

CITY OF LOUISVILLE

Revenue History
2015 through 2019

YEAR	MONTH	SALES TAX	CONS. USE TAX	BLDG USE TAX	AUTO USE TAX	LODGING TAX	AUDIT REVENUE	TOTAL
2019								
	JANUARY	1,071,558	127,245	82,854	201,074	21,423	18,826	1,522,980
	FEBRUARY	936,429	147,890	256,667	118,258	21,707	67,844	1,548,795
	MARCH	1,334,863	152,930	65,076	142,231	27,356	74,188	1,796,643
	APRIL	1,159,948	284,945	216,439	123,778	30,600	27,803	1,843,514
	MAY	1,223,169	92,960	281,555	162,333	44,797	105,311	1,910,125
	JUNE	1,579,107	154,476	324,102	109,552	53,263	44,863	2,265,363
	JULY	1,366,196	95,129	208,918	160,122	62,859	22,182	1,915,406
	AUGUST	1,488,654	113,156	88,430	145,808	57,724	810,122	2,703,894
	SEPTEMBER	1,501,976	140,882	143,151	143,031	46,348	30,769	2,006,157
	OCTOBER	1,338,241	99,425	142,592	178,136	42,935	157,833	1,959,161
	NOVEMBER	1,208,379	101,710	213,900	126,120	27,259	7,513	1,684,881
	DECEMBER	1,878,105	209,877	64,581	125,652	18,444	13,671	2,310,329
	YTD TOTALS	16,086,625	1,720,626	2,088,265	1,736,096	454,714	1,380,924	23,467,249
	YTD Variance % to Prior Year	5.0%	19.1%	-8.1%	-14.6%	-3.8%	142.5%	6.2%
2018								
	JANUARY	1,141,972	128,132	293,454	114,134	29,376	13,506	1,720,575
	FEBRUARY	984,046	102,847	264,342	135,811	26,701	22,330	1,536,077
	MARCH	1,254,090	142,326	80,344	151,611	29,394	63,215	1,720,980
	APRIL	1,131,949	124,051	131,283	134,771	32,459	6,816	1,561,328
	MAY	1,284,619	86,666	86,100	124,497	44,481	(24,431)	1,601,930
	JUNE	1,458,894	144,902	67,534	100,297	57,035	30,865	1,859,528
	JULY	1,247,212	74,536	202,707	189,545	58,802	18,943	1,791,745
	AUGUST	1,198,848	98,692	356,991	286,799	58,980	196,689	2,196,997
	SEPTEMBER	1,425,270	145,883	295,455	233,665	45,157	125,089	2,270,519
	OCTOBER	1,187,020	103,396	294,551	240,914	39,845	10,093	1,875,820
	NOVEMBER	1,113,867	98,406	128,352	173,601	31,504	24,264	1,569,994
	DECEMBER	1,889,403	194,260	71,376	146,093	18,792	82,181	2,402,104
	YTD TOTALS	15,317,190	1,444,095	2,272,490	2,031,737	472,526	569,560	22,107,598
	YTD Variance % to Prior Year	9.8%	5.1%	24.6%	36.5%	-8.6%	-43.8%	9.6%
2017								
	JANUARY	1,052,366	120,516	275,878	144,997	27,069	27,040	1,647,866
	FEBRUARY	864,842	92,210	103,187	110,561	24,240	8,935	1,203,976
	MARCH	1,182,825	127,911	300,687	123,024	33,056	48,822	1,816,325
	APRIL	1,044,230	108,870	95,596	92,463	34,743	97,793	1,473,695
	MAY	1,183,115	88,324	76,348	137,918	49,217	20,318	1,555,239
	JUNE	1,336,406	188,150	151,145	96,187	61,489	600,842	2,434,220
	JULY	1,137,813	82,143	94,455	123,752	61,409	25,805	1,525,376
	AUGUST	1,119,641	78,263	126,830	145,656	67,270	16,805	1,554,465
	SEPTEMBER	1,209,258	172,598	125,682	140,721	51,452	60,646	1,760,358
	OCTOBER	1,154,708	74,279	164,724	122,230	49,334	11,343	1,576,618
	NOVEMBER	1,112,434	87,717	37,893	132,970	26,870	45,130	1,443,015
	DECEMBER	1,554,048	153,334	271,190	118,218	30,714	50,309	2,177,813
	YTD TOTALS	13,951,686	1,374,317	1,823,614	1,488,699	516,863	1,013,786	20,168,965
	YTD Variance % to Prior Year	8.7%	-16.0%	-8.9%	9.7%	3.3%	135.0%	7.5%
2016								
	JANUARY	886,723	222,163	174,842	100,855	25,767	8,203	1,418,554
	FEBRUARY	920,875	109,063	76,430	97,034	28,321	23,180	1,254,904
	MARCH	1,054,128	112,590	159,627	121,325	32,422	21,364	1,501,456
	APRIL	949,906	131,439	62,683	109,192	35,442	122,599	1,411,260
	MAY	1,032,963	93,047	235,856	90,115	48,597	24,809	1,525,386
	JUNE	1,216,853	145,283	510,772	109,738	56,221	8,832	2,047,699
	JULY	1,136,035	65,541	161,699	140,522	61,691	233	1,565,722
	AUGUST	1,050,800	124,102	155,447	112,981	60,005	3,013	1,506,350
	SEPTEMBER	1,153,466	101,636	64,269	115,244	49,801	12,266	1,496,681
	OCTOBER	1,003,857	244,682	305,287	124,471	46,278	3,267	1,727,843
	NOVEMBER	1,005,580	94,546	49,929	95,372	33,551	85,313	1,364,290
	DECEMBER	1,420,942	192,820	44,792	140,458	22,127	118,246	1,939,385
	YTD TOTALS	12,832,129	1,636,914	2,001,634	1,357,306	500,223	431,325	18,759,531
	YTD Variance % to Prior Year	7.2%	28.6%	26.3%	-1.1%	7.2%	-6.4%	9.5%
2015								
	JANUARY	930,279	85,960	65,576	106,340	24,681	10,554	1,223,389
	FEBRUARY	751,446	89,441	35,569	113,225	23,429	64,859	1,077,969
	MARCH	966,850	124,548	136,921	111,521	30,900	52,296	1,423,036
	APRIL	926,082	94,037	93,561	89,588	34,080	72,649	1,309,996
	MAY	931,057	89,679	157,466	93,186	47,601	36,203	1,355,193
	JUNE	1,116,715	136,236	42,484	99,549	51,846	6,755	1,453,585
	JULY	1,026,333	68,703	472,951	107,445	57,071	29,908	1,762,410
	AUGUST	983,178	95,308	214,635	131,001	55,216	61,248	1,540,586
	SEPTEMBER	1,097,796	122,579	98,891	123,913	45,015	42,235	1,530,430
	OCTOBER	948,794	101,783	149,737	123,187	45,615	56,024	1,425,141
	NOVEMBER	933,235	119,106	72,504	131,168	28,694	19,884	1,304,591
	DECEMBER	1,360,790	145,597	45,098	142,083	22,498	8,276	1,724,342
	YTD TOTALS	11,972,557	1,272,978	1,585,392	1,372,205	466,646	460,891	17,134,669

City of Louisville, Colorado
Total Sales Tax Revenue
2015 -2019

Month Of Sale	2015 Actual	2016 Actual	2017 Actual	2018 Actual	2019 Projection	2019 Actual	Mnthly % Of 2018	Y-T-D % Of 2018	Mnthly % Of Proj.	Y-T-D % Of Proj.
Jan	938,911	890,050	1,054,675	1,150,144	1,235,501	1,071,177	93.1%	93.1%	86.7%	86.7%
Feb	808,454	922,502	866,877	999,636	1,108,808	987,642	98.8%	95.8%	89.1%	87.8%
Mar	979,639	1,055,715	1,189,196	1,259,719	1,381,243	1,362,876	108.2%	100.4%	98.7%	91.8%
Apr	968,100	964,682	1,045,769	1,132,162	1,300,348	1,181,395	104.3%	101.4%	90.9%	91.6%
May	944,922	1,043,401	1,192,302	1,287,256	1,385,890	1,225,638	95.2%	100.0%	88.4%	90.9%
Jun	1,120,140	1,218,023	1,859,310	1,467,403	1,584,556	1,583,559	107.9%	101.6%	99.9%	92.7%
Jul	1,038,928	1,136,243	1,149,068	1,252,821	1,374,703	1,396,010	111.4%	103.0%	101.5%	94.0%
Aug	993,159	1,053,719	1,134,443	1,202,431	1,342,865	2,287,534	190.2%	113.8%	170.3%	103.6%
Sep	1,103,330	1,154,610	1,256,653	1,432,059	1,466,245	1,520,636	106.2%	112.8%	103.7%	103.6%
Oct	954,697	1,003,914	1,160,202	1,187,678	1,315,011	1,484,215	125.0%	114.0%	112.9%	104.5%
Nov	935,693	1,011,439	1,124,996	1,132,530	1,306,087	1,209,275	106.8%	113.4%	92.6%	103.4%
Dec	1,364,240	1,422,983	1,571,740	1,896,863	1,812,354	1,882,142	99.2%	111.6%	103.9%	103.5%
Totals	**12,150,213**	**12,877,281**	**14,605,231**	**15,400,702**	**16,613,610**	**17,192,097**				
% Of Change	**6.1%**	**6.0%**	**13.4%**	**5.4%**	**7.9%**	**3.5%**				

City of Louisville, Colorado
Lodging Tax Revenue
2015 -2019

Month Of Sale	2015 Actual	2016 Actual	2017 Actual	2018 Actual	2019 Projection	2019 Actual	Mnthly % Of 2018	Y-T-D % Of 2018	Mnthly % Of Proj.	Y-T-D % Of Proj.
Jan	24,681	25,767	27,069	29,376	25,873	21,423	72.9%	72.9%	82.8%	82.8%
Feb	23,429	28,321	24,240	26,701	25,307	21,707	81.3%	76.9%	85.8%	84.3%
Mar	33,963	32,422	33,056	29,394	29,238	27,356	93.1%	82.5%	93.6%	87.6%
Apr	34,080	35,442	34,743	32,459	30,919	30,600	94.3%	85.7%	99.0%	90.8%
May	47,601	48,597	49,217	44,481	44,704	44,797	100.7%	89.8%	100.2%	93.5%
Jun	51,846	56,221	61,489	57,035	49,503	53,263	93.4%	90.7%	107.6%	96.9%
Jul	57,071	61,691	61,409	58,802	53,264	62,859	106.9%	94.2%	118.0%	101.2%
Aug	55,216	60,005	67,270	58,980	53,207	57,724	97.9%	94.8%	108.5%	102.5%
Sep	45,015	49,801	51,452	45,157	42,525	46,348	102.6%	95.7%	109.0%	103.3%
Oct	45,615	46,278	49,334	39,845	42,390	42,935	107.8%	96.9%	101.3%	103.0%
Nov	28,694	33,551	26,870	31,504	28,860	27,259	86.5%	96.2%	94.5%	102.5%
Dec	22,498	22,127	30,714	18,792	23,110	18,444	98.1%	96.2%	79.8%	101.3%
Totals	**469,709**	**500,223**	**516,863**	**472,526**	**448,900**	**454,714**				
% Of Change	**9.7%**	**6.5%**	**3.3%**	**-8.6%**	**-5.0%**	**1.3%**				

City of Louisville, Colorado
Auto Use Tax Revenue
2015 -2019

Month Of Sale	2015 Actual	2016 Actual	2017 Actual	2018 Actual	2019 Projection	2019 Actual	Mnthly % Of 2018	Y-T-D % Of 2018	Mnthly % Of Proj.	Y-T-D % Of Proj.
Jan	106,340	100,855	144,997	114,134	138,489	201,074	176.2%	176.2%	145.2%	145.2%
Feb	113,225	97,034	110,561	135,811	131,360	118,258	87.1%	127.8%	90.0%	118.3%
Mar	111,521	121,325	123,024	151,611	145,088	142,231	93.8%	114.9%	98.0%	111.2%
Apr	89,588	109,192	92,463	134,771	128,889	123,778	91.8%	109.1%	96.0%	107.6%
May	93,186	90,115	137,918	124,497	127,951	162,333	130.4%	113.1%	126.9%	111.3%
Jun	99,549	109,738	96,187	100,297	130,147	109,552	109.2%	112.6%	84.2%	106.9%
Jul	107,445	140,522	123,752	189,545	144,492	160,122	84.5%	107.0%	110.8%	107.5%
Aug	131,001	112,981	145,656	286,799	168,170	145,808	50.8%	94.0%	86.7%	104.4%
Sep	123,913	115,244	140,721	233,665	165,681	143,031	61.2%	88.8%	86.3%	102.0%
Oct	123,187	124,471	122,230	240,914	167,313	178,136	73.9%	86.7%	106.5%	102.5%
Nov	131,168	95,372	132,970	173,601	135,727	126,120	72.6%	85.4%	92.9%	101.7%
Dec	142,083	140,458	118,218	146,093	143,663	125,652	86.0%	85.4%	87.5%	100.5%
Totals	**1,372,205**	**1,357,306**	**1,488,699**	**2,031,737**	**1,726,970**	**1,736,096**				
% Of Change	**11.0%**	**-1.1%**	**9.7%**	**36.5%**	**-15.0%**	**0.5%**				

Actual G/L amounts may vary

City of Louisville, Colorado
Building Use Tax Revenue
2015 -2019

Month Of Sale	2015 Actual	2016 Actual	2017 Actual	2018 Actual	2019 Projection	2019 Actual	Mnthly % Of 2018	Y-T-D % Of 2018	Mnthly % Of Proj.	Y-T-D % Of Proj.
Jan	65,576	174,842	275,878	293,454	208,132	86,502	29.5%	29.5%	41.6%	41.6%
Feb	35,569	76,430	103,187	264,342	159,329	265,760	100.5%	63.2%	166.8%	95.9%
Mar	136,921	159,627	300,687	80,344	217,052	65,076	81.0%	65.4%	30.0%	71.4%
Apr	93,561	62,683	95,596	131,263	147,771	203,698	155.2%	80.7%	137.8%	84.8%
May	157,466	235,856	76,348	86,100	222,825	281,555	327.0%	105.5%	126.4%	94.5%
Jun	42,484	510,772	151,145	67,534	222,860	324,102	479.9%	132.9%	145.4%	104.1%
Jul	472,951	161,699	94,455	202,707	231,020	208,918	103.1%	127.5%	90.4%	101.9%
Aug	214,635	155,447	126,830	356,991	230,975	88,430	24.8%	102.8%	38.3%	92.9%
Sep	98,891	64,269	125,682	295,455	162,371	143,151	48.5%	93.8%	88.2%	92.5%
Oct	149,737	305,287	164,724	294,551	239,886	142,592	48.4%	87.3%	59.4%	88.6%
Nov	72,504	49,929	37,893	128,352	126,534	213,900	166.7%	91.9%	169.0%	93.3%
Dec	45,098	44,792	271,190	71,376	135,765	64,581	90.5%	91.9%	47.6%	90.6%
Totals	**1,585,392**	**2,001,634**	**1,823,614**	**2,272,470**	**2,304,520**	**2,088,265**				
% Of Change	**30.0%**	**26.3%**	**-8.9%**	**24.6%**	**1.4%**	**-9.4%**				

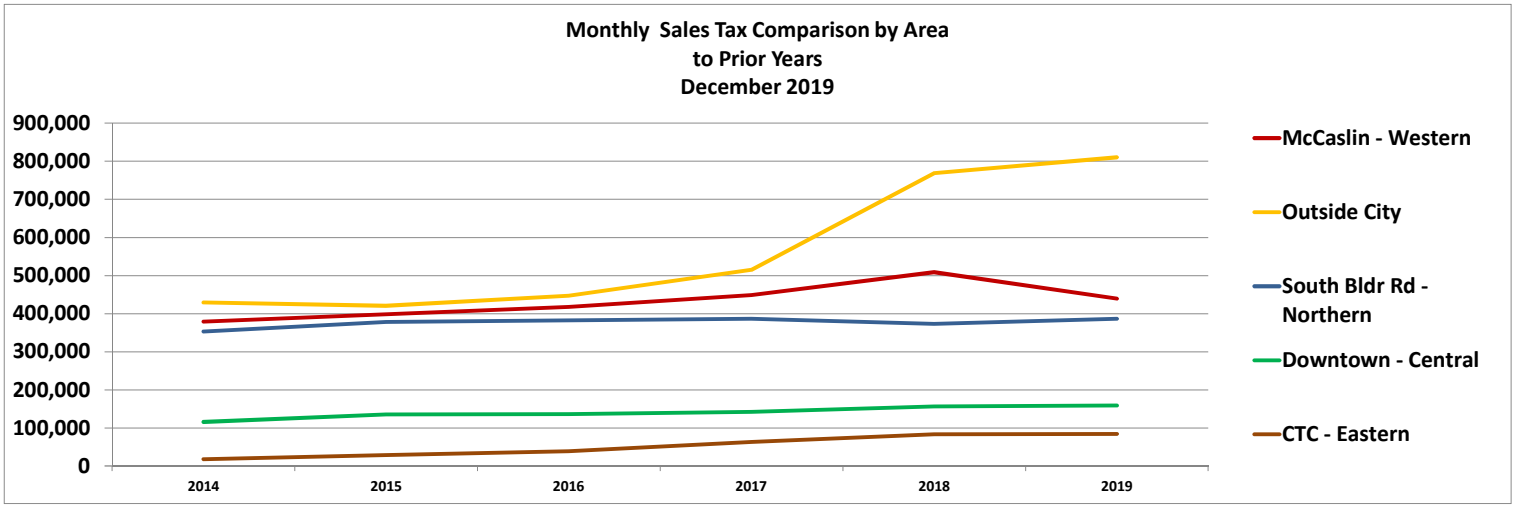
City of Louisville, Colorado
Consumer Use Tax Revenue
2015 -2019

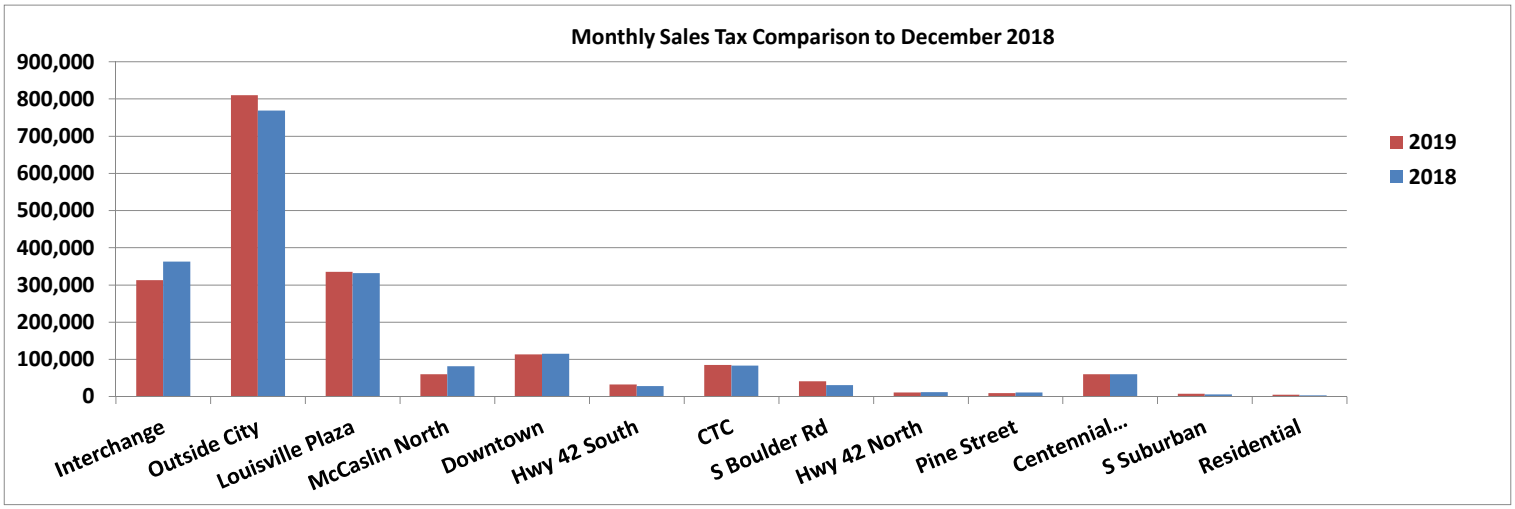
Month Of Sale	2015 Actual	2016 Actual	2017 Actual	2018 Actual	2019 Projection	2019 Actual	Mnthly % Of 2018	Y-T-D % Of 2018	Mnthly % Of Proj.	Y-T-D % Of Proj.
Jan	86,310	226,633	140,390	132,262	153,974	142,282	107.6%	107.6%	92.4%	92.4%
Feb	92,813	126,682	97,871	106,800	120,141	159,797	149.6%	126.4%	133.0%	110.2%
Mar	146,179	129,773	153,044	173,536	176,272	189,651	109.3%	119.2%	107.6%	109.2%
Apr	94,037	177,473	204,559	127,868	163,070	290,688	227.3%	144.8%	178.3%	127.5%
May	101,700	103,736	96,617	100,007	137,301	165,145	165.1%	147.9%	120.3%	126.2%
Jun	139,860	152,470	252,267	166,583	209,161	185,766	111.5%	140.4%	88.8%	118.1%
Jul	83,003	65,541	93,569	87,178	110,962	103,361	118.6%	138.3%	93.1%	115.5%
Aug	135,998	124,102	82,678	257,159	181,884	122,267	47.5%	118.0%	67.2%	108.5%
Sep	151,963	110,699	184,530	250,108	196,426	150,826	60.3%	107.7%	76.8%	104.2%
Oct	140,631	247,533	78,777	111,410	184,940	105,704	94.9%	106.8%	57.2%	98.9%
Nov	133,558	155,633	114,528	102,920	193,829	106,814	103.8%	106.6%	55.1%	94.2%
Dec	149,597	227,012	169,722	268,009	385,781	217,819	81.3%	103.0%	56.5%	87.6%
Totals	**1,455,649**	**1,847,288**	**1,668,551**	**1,883,839**	**2,213,740**	**1,940,122**				
% Of Change	**-0.9%**	**26.9%**	**-9.7%**	**12.9%**	**17.5%**	**-12.4%**				

Actual G/L amounts may vary

Monthly Sales Tax Revenue Comparisons by Area (December 2019)

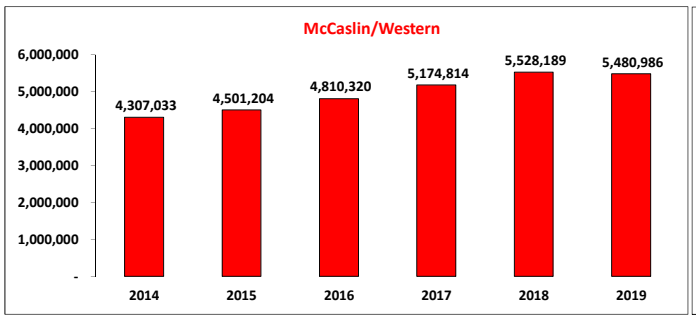
AREA NAME	2014 Actual	2015 Actual	2016 Actual	2017 Actual	2018 Actual	2019 Actual	% Of Total	% Change
Interchange	298,785	316,062	334,825	361,976	362,741	312,828	16.7%	-13.8%
Outside City	428,723	420,479	447,044	514,983	768,240	810,265	43.1%	5.5%
Louisville Plaza	300,500	320,644	316,041	324,802	331,287	334,847	17.8%	1.1%
McCaslin North	66,517	69,909	68,266	76,304	80,935	59,359	3.2%	-26.7%
Downtown	77,540	95,214	96,503	99,407	114,694	112,931	6.0%	-1.5%
Hwy 42 South	21,877	26,527	26,661	27,928	28,193	31,833	1.7%	12.9%
CTC	17,934	28,523	38,813	63,187	83,004	84,241	4.5%	1.5%
S Boulder Rd	43,334	47,812	55,452	50,306	30,638	40,459	2.2%	32.1%
Hwy 42 North	9,194	9,508	10,379	11,416	11,141	10,654	0.6%	-4.4%
Pine Street	8,384	7,995	9,461	7,823	10,798	9,136	0.5%	-15.4%
Centennial Valley	11,077	6,947	7,860	3,118	59,286	59,602	3.2%	0.5%
S Suburban	2,702	5,447	6,248	6,584	5,732	7,229	0.4%	26.1%
Residential	7,730	5,724	3,389	6,216	2,712	4,722	0.3%	74.1%
Total Revenue	**1,294,297**	**1,360,790**	**1,420,942**	**1,554,048**	**1,889,403**	**1,878,105**		
% Of Change	**15.0%**	**5.1%**	**4.4%**	**9.4%**	**21.6%**	**-0.6%**		

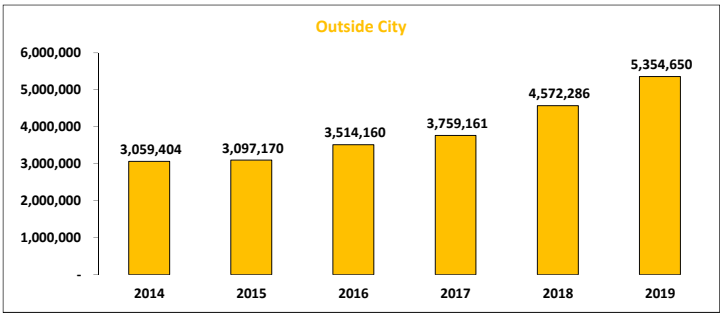


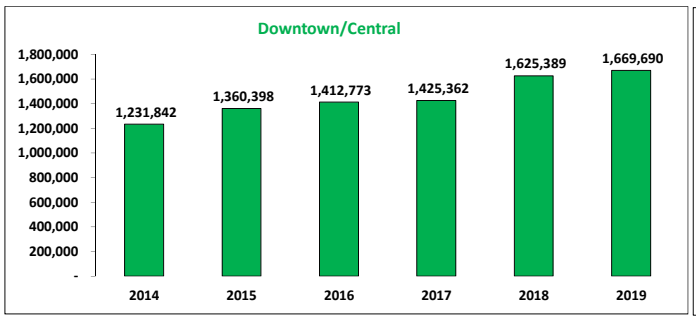


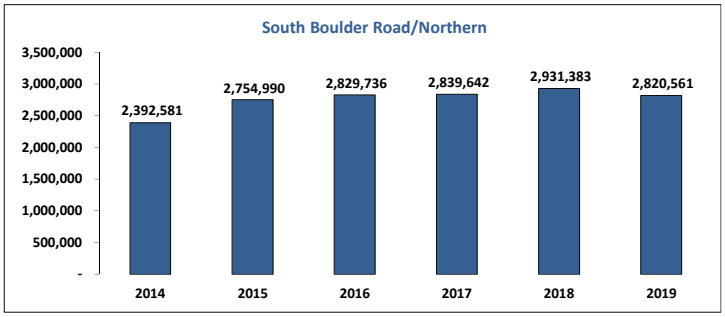
CITY OF LOUISVILLE
Sales Tax Revenue History by Area (Jan. - Dec. 2019)

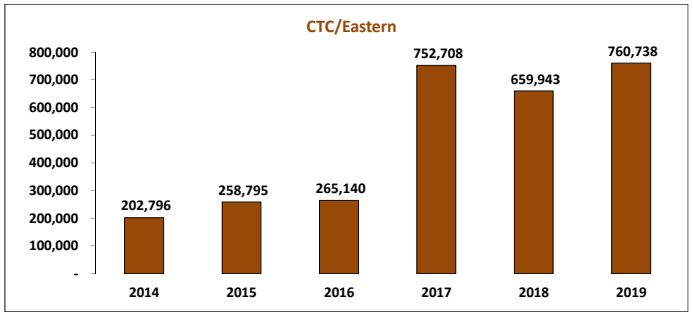
	2014	% Var	2015	% Var	2016	% Var	2017	% Var	2018	% Var	2019	% Var	% of Total
McCaslin - Western	4,307,033	4.59%	4,501,204	4.51%	4,810,320	6.87%	5,174,814	7.58%	5,528,189	6.83%	5,480,986	-0.85%	34.1%
Outside City	3,059,404	5.90%	3,097,170	1.23%	3,514,160	14.86%	3,759,161	6.97%	4,572,286	21.63%	5,354,650	17.11%	33.3%
South Bldr Rd - Northern	2,392,581	17.46%	2,754,990	15.15%	2,829,736	18.27%	2,839,642	0.35%	2,931,383	3.23%	2,820,561	-3.78%	17.5%
Downtown/Central	1,231,842	6.37%	1,360,398	10.44%	1,412,773	14.69%	1,425,362	0.89%	1,625,389	14.03%	1,669,690	2.73%	10.4%
CTC/Eastern	202,796	-4.70%	258,795	27.61%	265,140	30.74%	752,708	183.89%	659,943	-12.32%	760,738	15.27%	4.7%
	11,193,655	7.5%	11,972,557	7.0%	12,832,129	7.2%	13,951,686	8.7%	15,317,190	9.8%	16,086,625	5.0%	

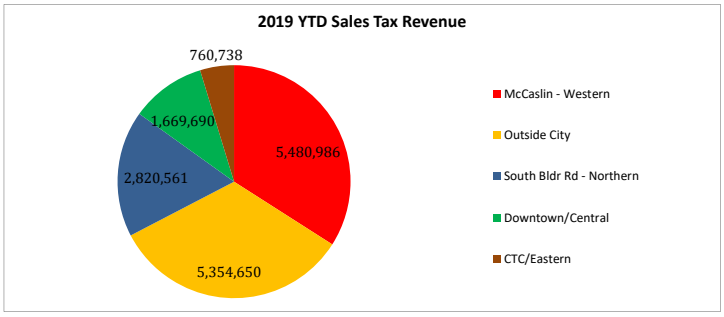


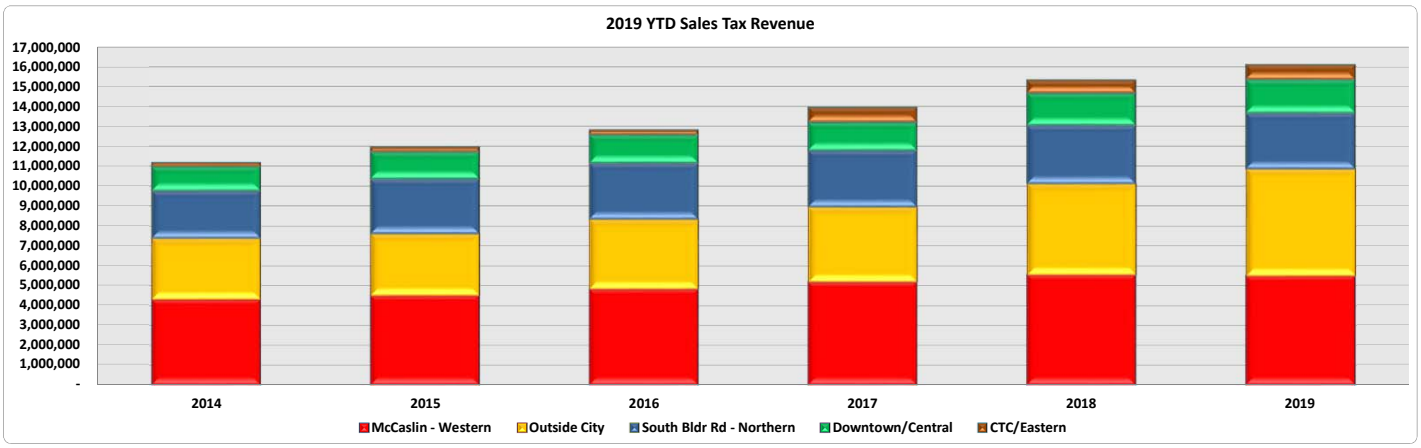






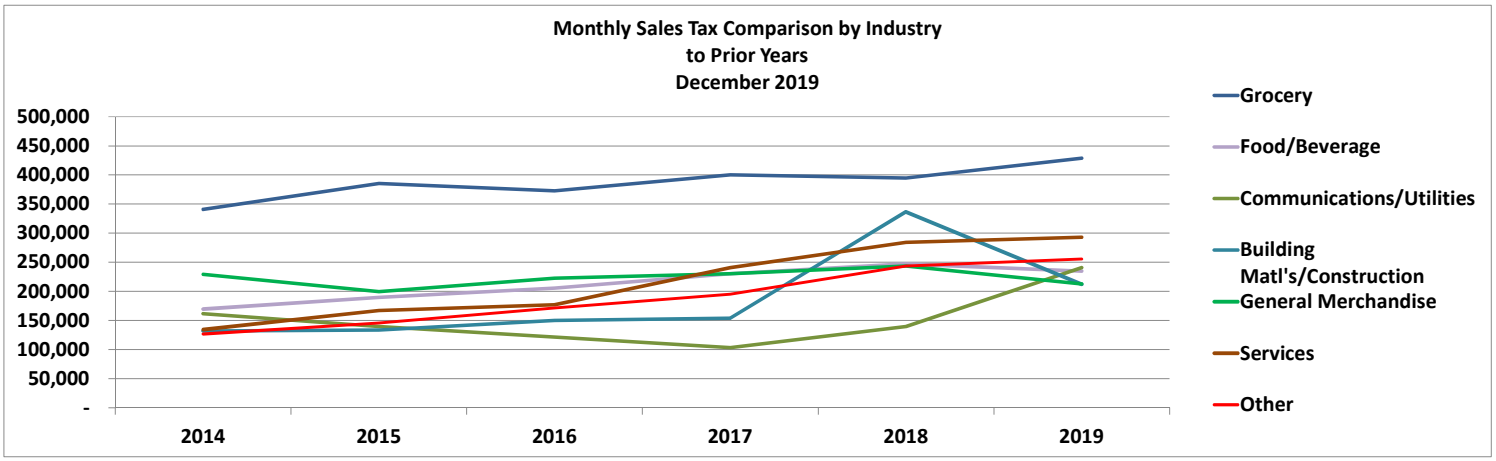


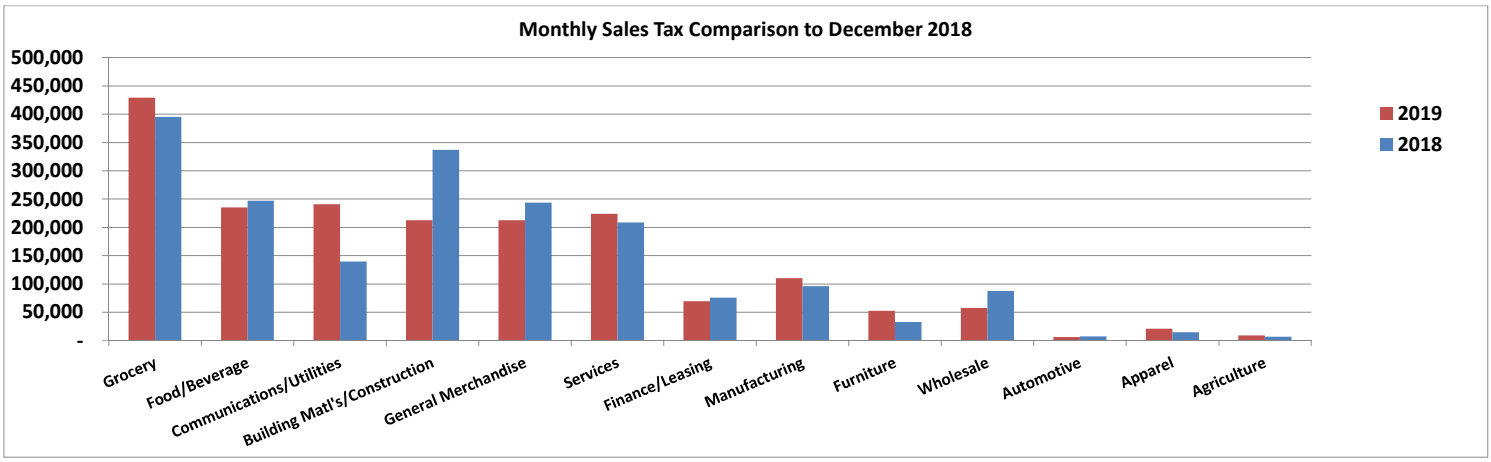




Monthly Sales Tax Revenue Comparisons by Industry (December 2019)

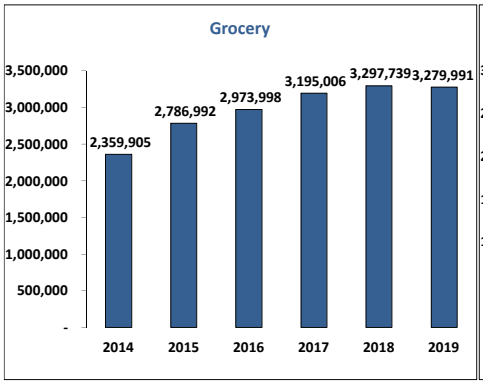
AREA NAME	2014 Actual	2015 Actual	2016 Actual	2017 Actual	2018 Actual	2019 Actual	% Of Total	% Change
Grocery	340,801	385,388	372,500	400,050	394,932	428,895	22.8%	8.6%
Food/Beverage	169,540	189,970	205,752	230,162	247,024	234,817	12.5%	-4.9%
Communications/Utilities	161,779	139,626	121,438	103,345	139,455	240,745	12.8%	72.6%
Building Matl's/Construction	131,900	133,442	150,014	153,914	336,579	212,370	11.3%	-36.9%
General Merchandise	229,173	199,590	222,831	230,424	243,476	212,661	11.3%	-12.7%
Services	95,626	126,522	129,842	196,708	208,667	223,883	11.9%	7.3%
Finance/Leasing	38,747	40,634	46,999	44,222	75,451	69,115	3.7%	-8.4%
Manufacturing	42,599	39,004	75,655	90,251	96,020	109,950	5.9%	14.5%
Furniture	32,841	48,364	43,924	39,064	32,456	52,320	2.8%	61.2%
Wholesale	27,066	37,187	27,808	38,740	87,417	57,685	3.1%	-34.0%
Automotive	6,815	4,421	4,583	7,035	6,958	6,150	0.3%	-11.6%
Apparel	12,096	11,640	14,254	14,022	14,465	20,610	1.1%	42.5%
Agriculture	5,316	5,002	5,343	6,111	6,503	8,905	0.5%	36.9%
Totals	**1,294,297**	**1,360,790**	**1,420,942**	**1,554,048**	**1,889,403**	**1,878,105**		
% Of Change	**15.0%**	**5.1%**	**4.4%**	**9.4%**	**21.6%**	**-0.6%**		

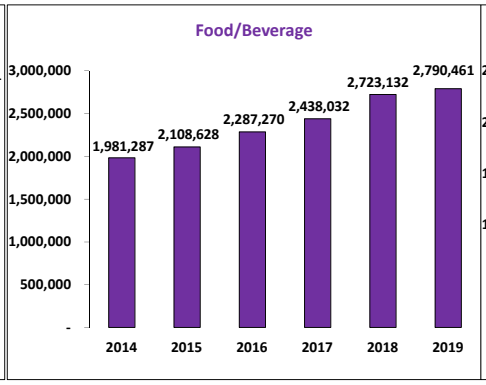


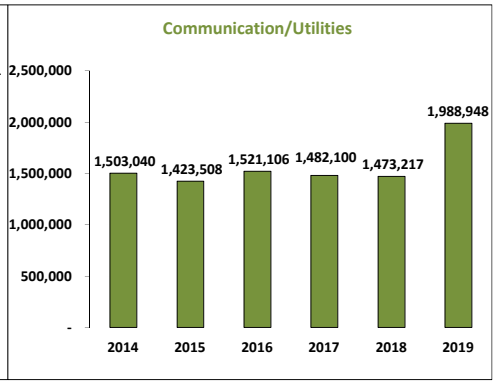


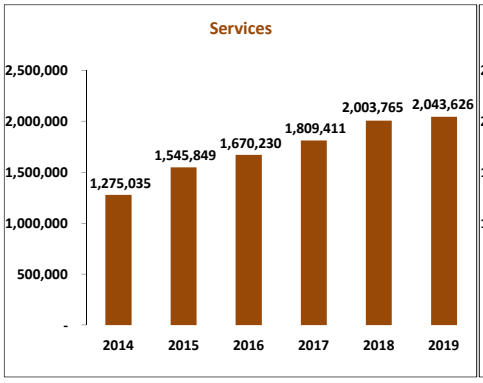
CITY OF LOUISVILLE
Revenue History by Industry (Jan. - Dec. 2019)

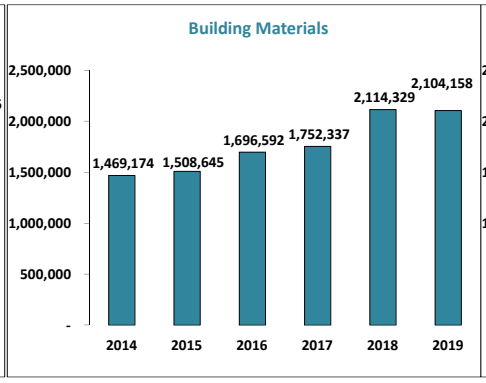
	2014	% Var	2015	% Var	2016	% Var	2017	% Var	2018	% Var	2019	% Var	% of Total
Grocery	2,359,905	14.1%	2,786,992	18.1%	2,973,998	6.7%	3,195,006	7.4%	3,297,739	3.2%	3,279,991	-0.5%	20.4%
Food/Beverage	1,981,287	6.4%	2,108,628	6.4%	2,287,270	8.5%	2,438,032	6.6%	2,723,132	11.7%	2,790,461	2.5%	17.3%
Comm/Util.	1,503,040	4.9%	1,423,508	-5.3%	1,521,106	6.9%	1,482,100	-2.6%	1,473,217	-0.6%	1,988,948	35.0%	12.4%
Services	1,275,035	-1.3%	1,545,849	21.2%	1,670,230	8.0%	1,809,411	8.3%	2,003,765	10.7%	2,043,626	2.0%	12.7%
Bldg Materials	1,469,174	-2.4%	1,508,645	2.7%	1,696,592	12.5%	1,752,337	3.3%	2,114,329	20.7%	2,104,158	-0.5%	13.1%
All Other	1,015,175	15.3%	987,109	-2.8%	1,061,954	7.6%	1,584,232	49.2%	1,688,292	6.6%	1,932,519	14.5%	12.0%
Merchandise	1,590,038	15.7%	1,611,825	1.4%	1,620,978	0.6%	1,690,569	4.3%	2,016,716	19.3%	1,946,922	-3.5%	12.1%
	11,193,655	**7.5%**	11,972,557	**7.0%**	12,832,129	**7.2%**	13,951,686	**8.7%**	15,317,190	**9.8%**	16,086,625	**5.0%**	

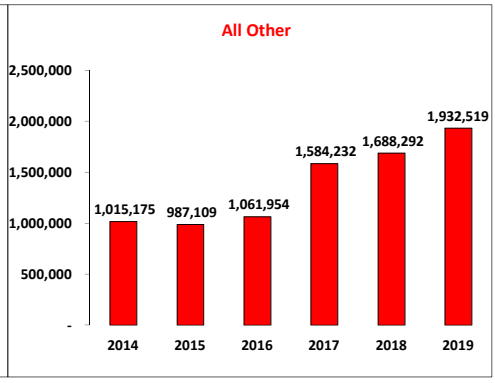


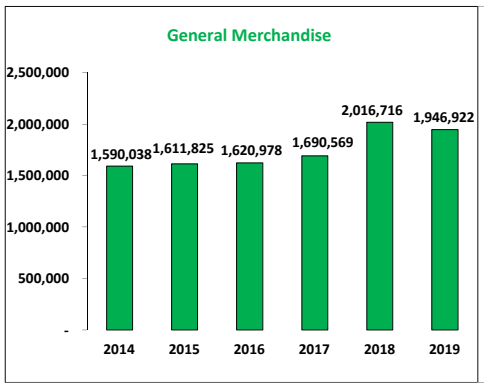


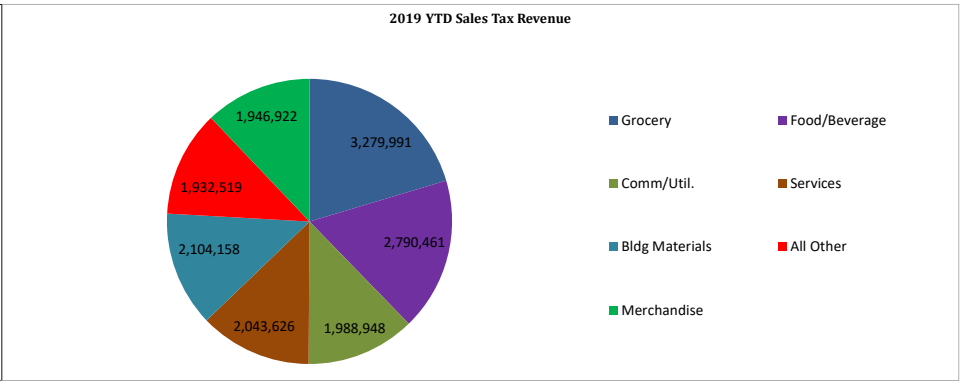


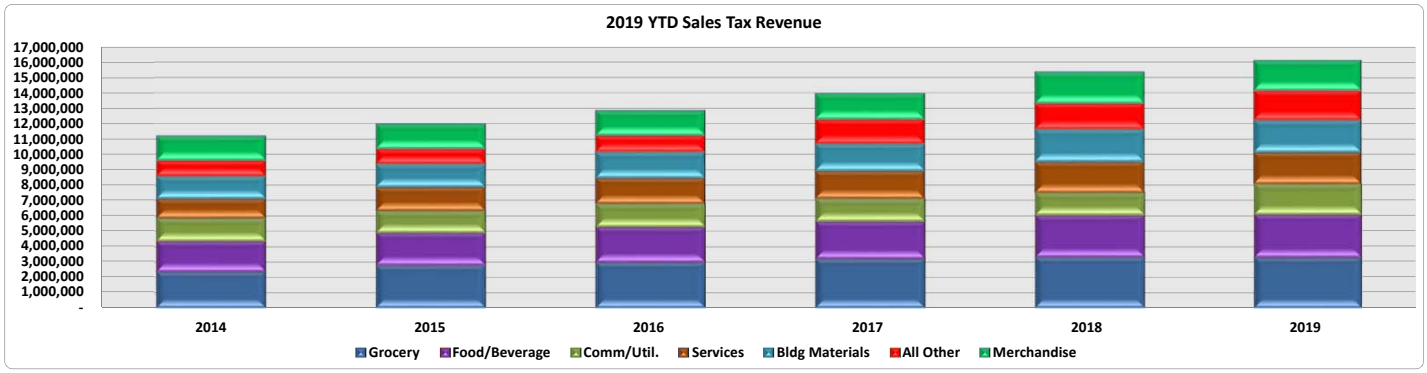






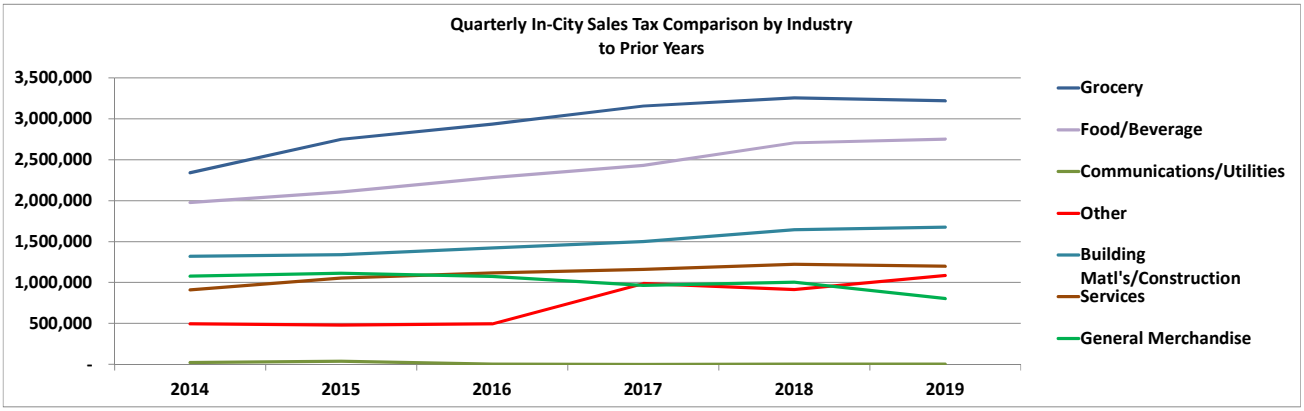


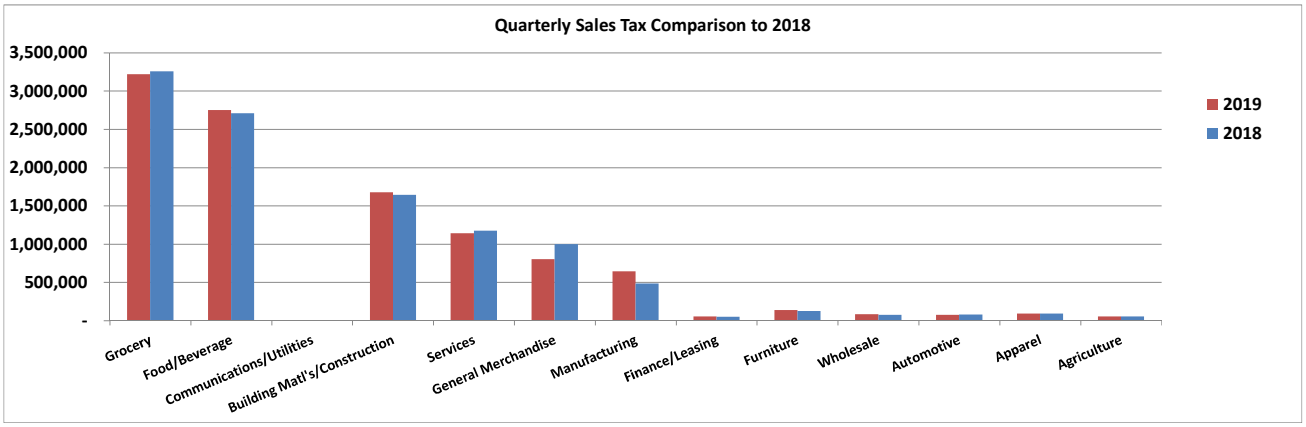




Quarterly Sales Tax Revenue Comparisons by Industry - Inside City Area (December 2019)

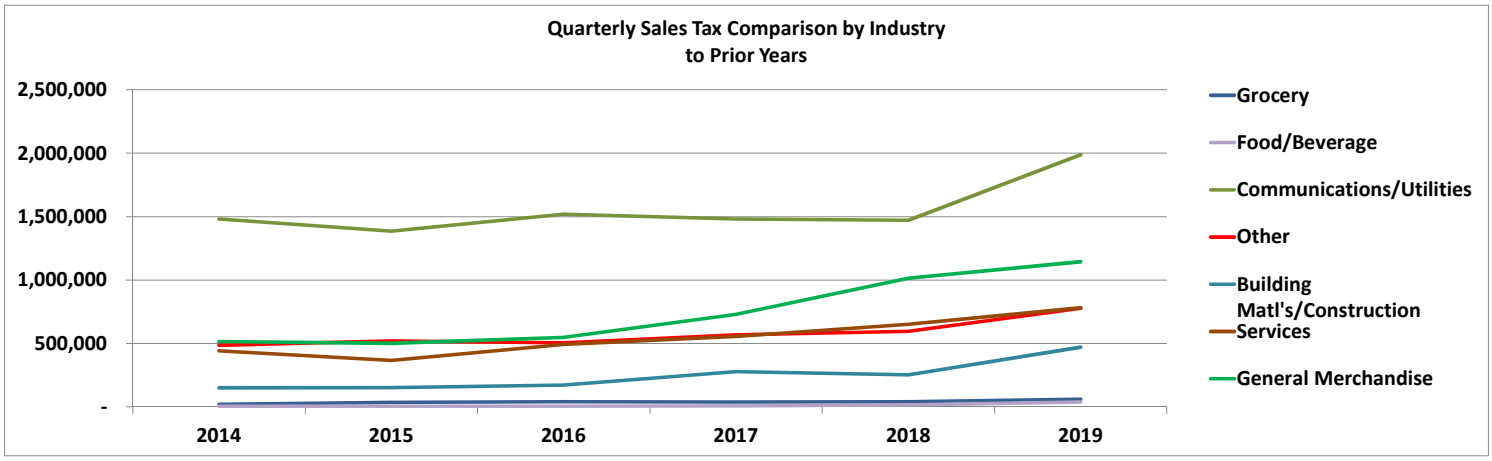
INDUSTRY NAME	2014 Actual	2015 Actual	2016 Actual	2017 Actual	2018 Actual	2019 Actual	% Of Total	% Change
Grocery	2,339,900	2,751,107	2,934,453	3,157,170	3,256,414	3,219,724	30.0%	-1.1%
Food/Beverage	1,976,171	2,103,879	2,281,932	2,429,301	2,707,340	2,752,714	25.6%	1.7%
Communications/Utilities	21,812	38,040	670	404	2,314	1,093	0.0%	-52.8%
Building Matl's/Construction	1,318,104	1,336,619	1,418,666	1,498,596	1,643,693	1,675,478	15.6%	1.9%
Services	872,954	1,007,859	1,067,164	1,109,084	1,173,875	1,141,777	10.6%	-2.7%
General Merchandise	1,075,500	1,111,382	1,072,888	962,118	1,001,117	802,161	7.5%	-19.9%
Manufacturing	180,175	125,370	141,175	613,618	483,855	643,870	6.0%	33.1%
Finance/Leasing	35,593	45,142	47,421	48,634	49,313	55,028	0.5%	11.6%
Furniture	92,456	119,977	100,785	93,120	124,694	137,991	1.3%	10.7%
Wholesale	40,207	68,478	58,342	68,926	73,798	81,566	0.8%	10.5%
Automotive	71,159	49,816	61,527	70,543	81,023	73,769	0.7%	-9.0%
Apparel	67,278	72,835	84,497	91,811	93,782	92,462	0.9%	-1.4%
Agriculture	42,942	44,884	48,450	49,201	53,685	54,341	0.5%	1.2%
Totals	**8,134,251**	**8,875,387**	**9,317,969**	**10,192,526**	**10,744,904**	**10,731,975**		
% Of Change	**8.1%**	**9.1%**	**5.0%**	**9.4%**	**5.4%**	**-0.1%**		

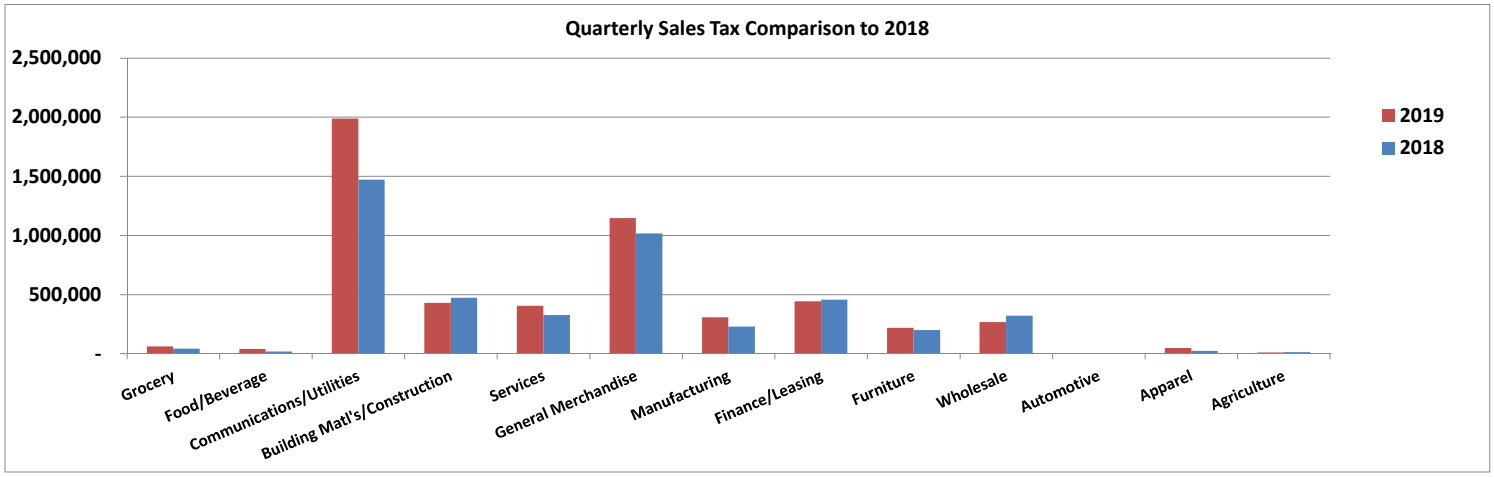




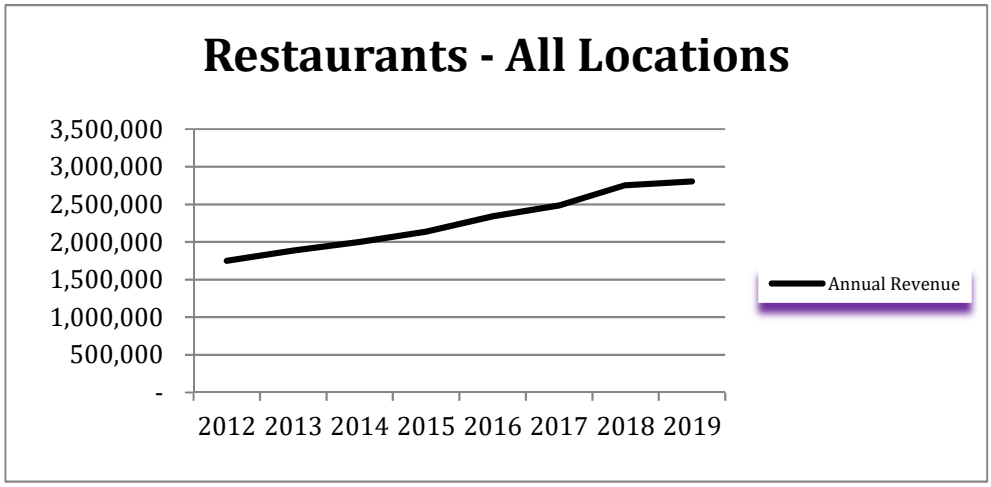
Quarterly Sales Tax Revenue Comparisons by Industry - Outside City Area (December 2019)

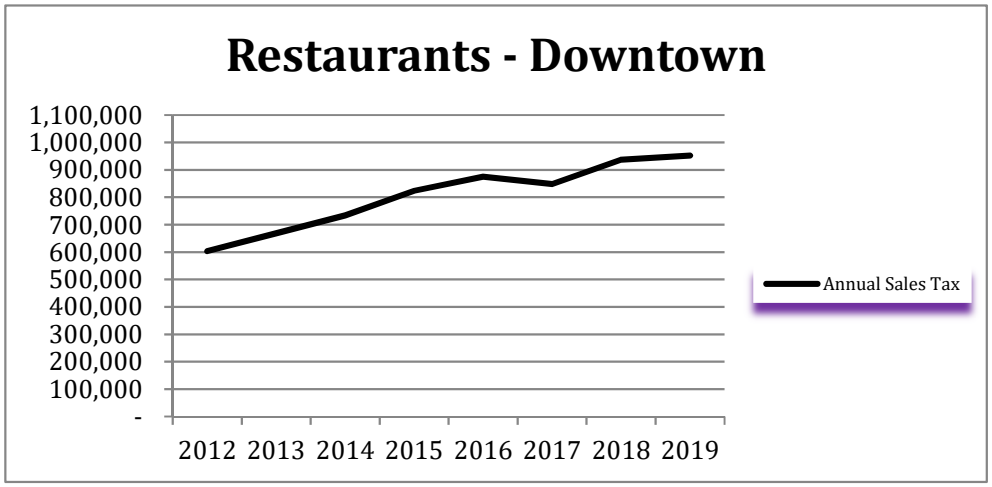
INDUSTRY NAME	2014 Actual	2015 Actual	2016 Actual	2017 Actual	2018 Actual	2019 Actual	% Of Total	% Change
Grocery	20,005	35,885	39,546	37,836	41,325	60,267	1.1%	45.8%
Food/Beverage	5,116	4,750	5,338	8,731	15,792	37,747	0.7%	139.0%
Communications/Utilities	1,481,228	1,385,468	1,520,437	1,481,696	1,470,903	1,987,855	37.1%	35.1%
Building Matl's/Construction	151,071	172,025	277,926	253,741	470,636	428,679	8.0%	-8.9%
Services	123,500	205,468	229,807	311,061	325,815	404,533	7.6%	24.2%
General Merchandise	514,538	500,443	548,090	728,451	1,015,599	1,144,761	21.4%	12.7%
Manufacturing	130,232	98,879	146,983	148,066	227,222	306,545	5.7%	34.9%
Finance/Leasing	242,989	287,381	325,838	340,632	454,762	442,289	8.3%	-2.7%
Furniture	142,769	168,833	197,915	195,214	197,221	218,030	4.1%	10.6%
Wholesale	231,396	217,671	196,974	221,900	320,144	266,517	5.0%	-16.8%
Automotive	3,060	1,767	1,867	352	128	766	0.0%	498.4%
Apparel	7,827	13,320	15,598	19,695	22,075	46,830	0.9%	112.1%
Agriculture	5,676	5,278	7,840	11,787	10,665	9,833	0.2%	-7.8%
Totals	**3,059,404**	**3,097,170**	**3,514,160**	**3,759,161**	**4,572,286**	**5,354,650**		
% Of Change	**5.9%**	**1.2%**	**13.5%**	**7.0%**	**21.6%**	**17.1%**		

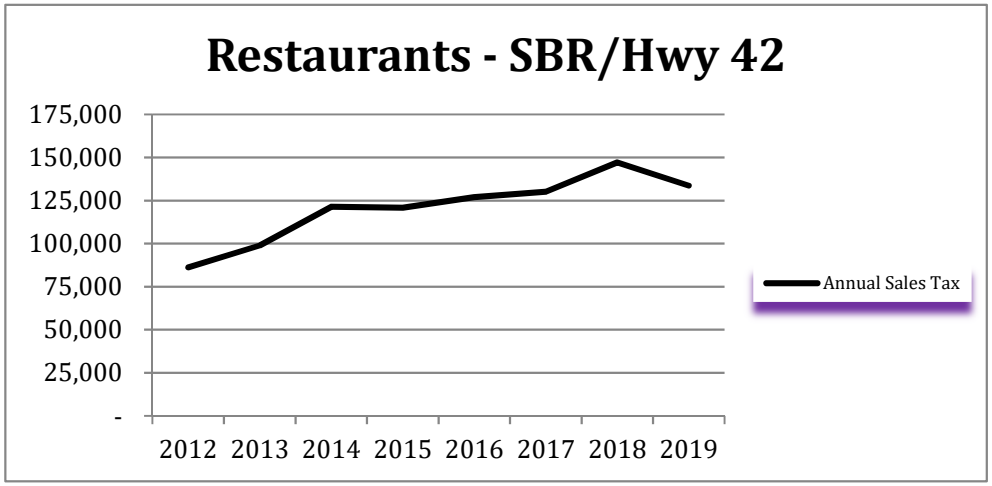




Restaurant Graphs
December 2019







Restaurant Graphs
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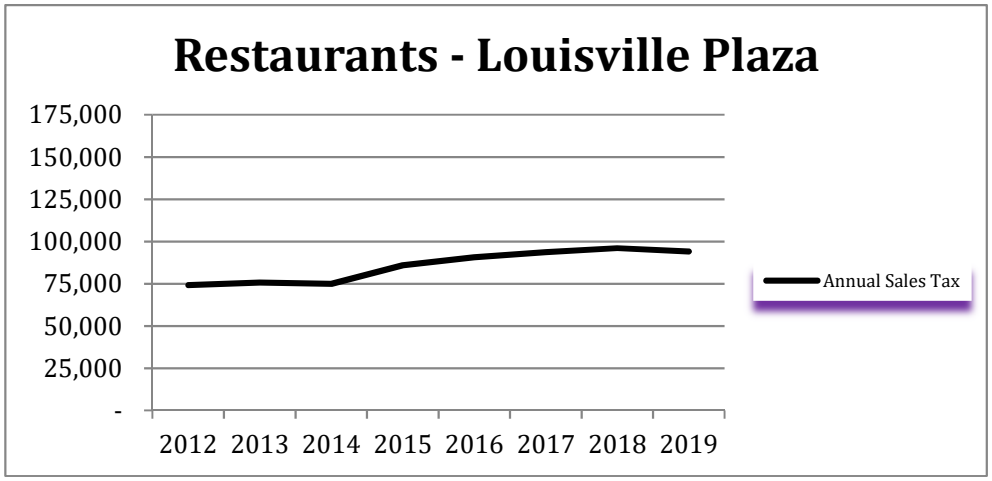

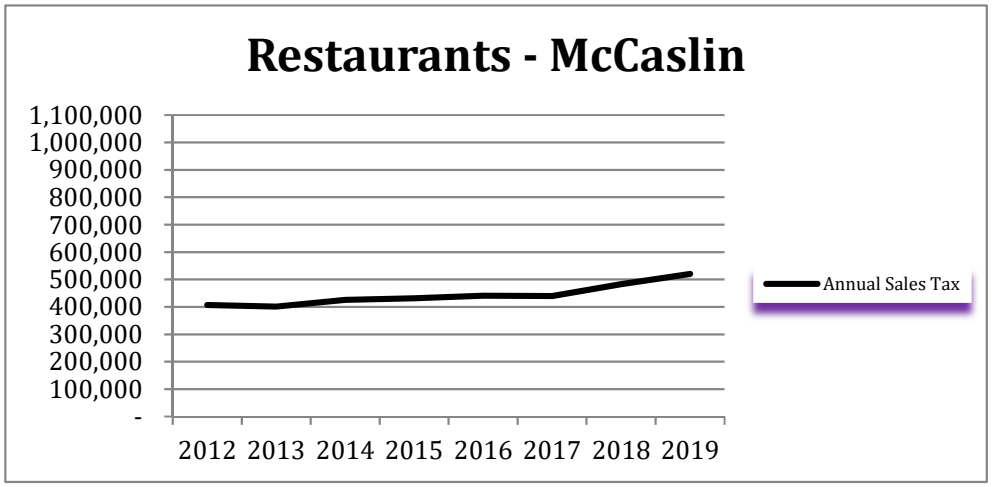

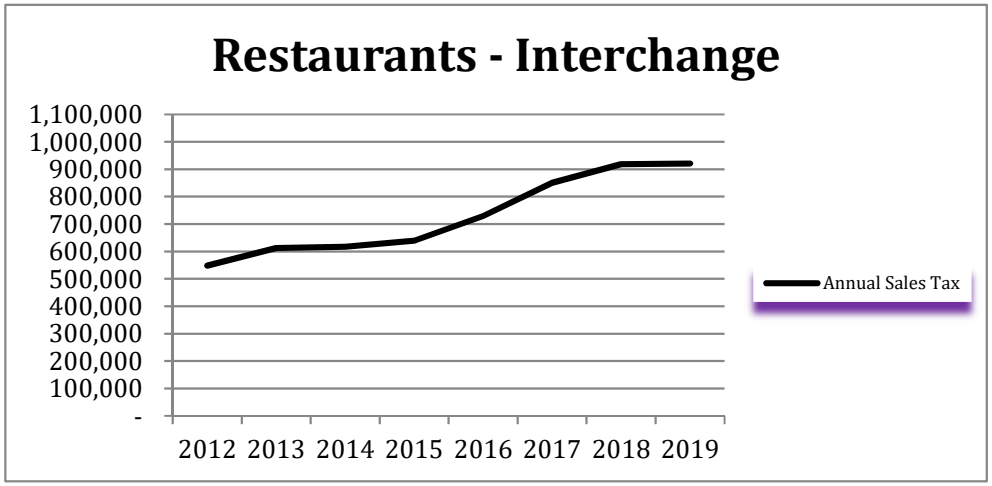

Restaurant Graphs
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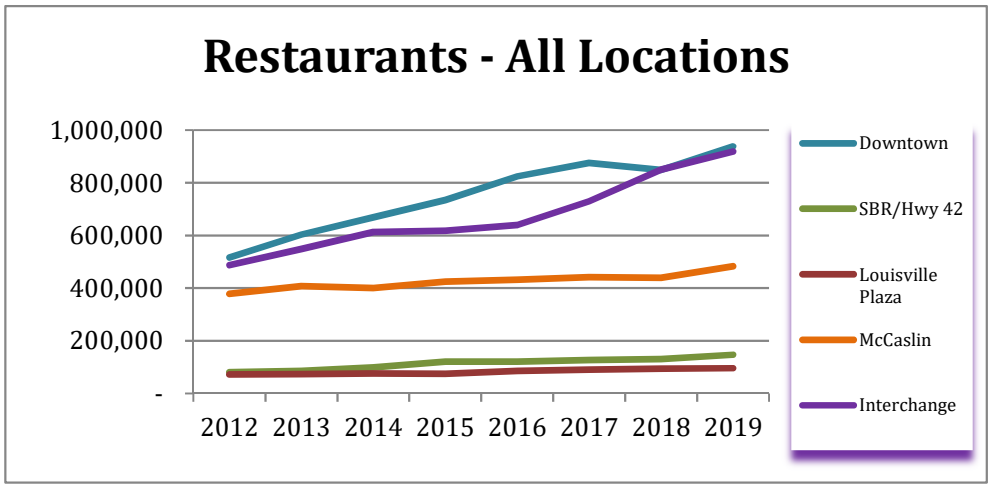

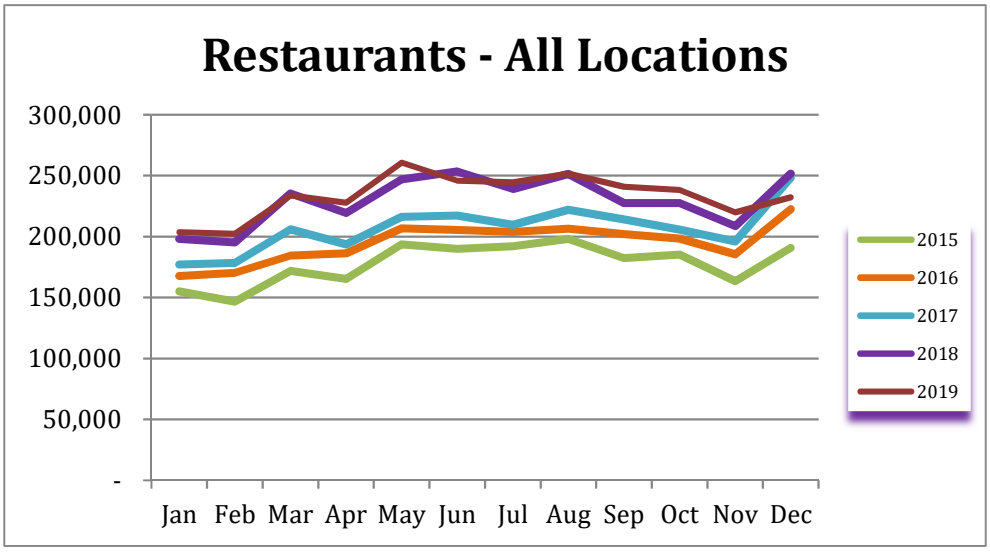

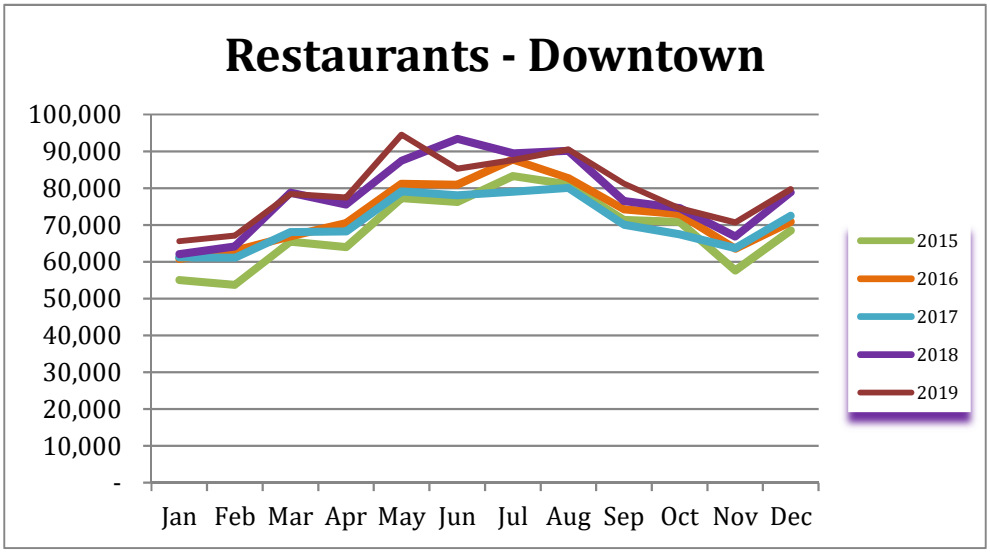

Restaurant Graphs
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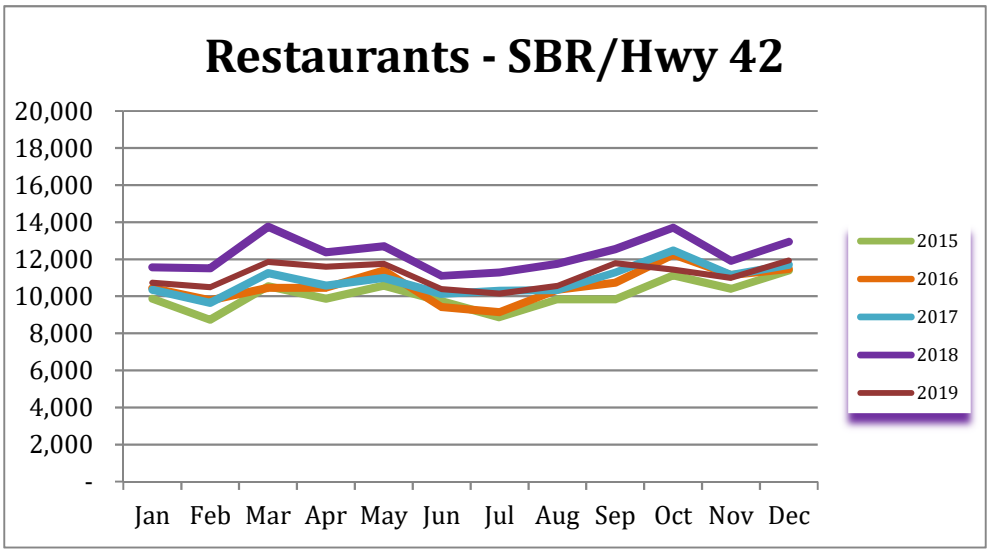
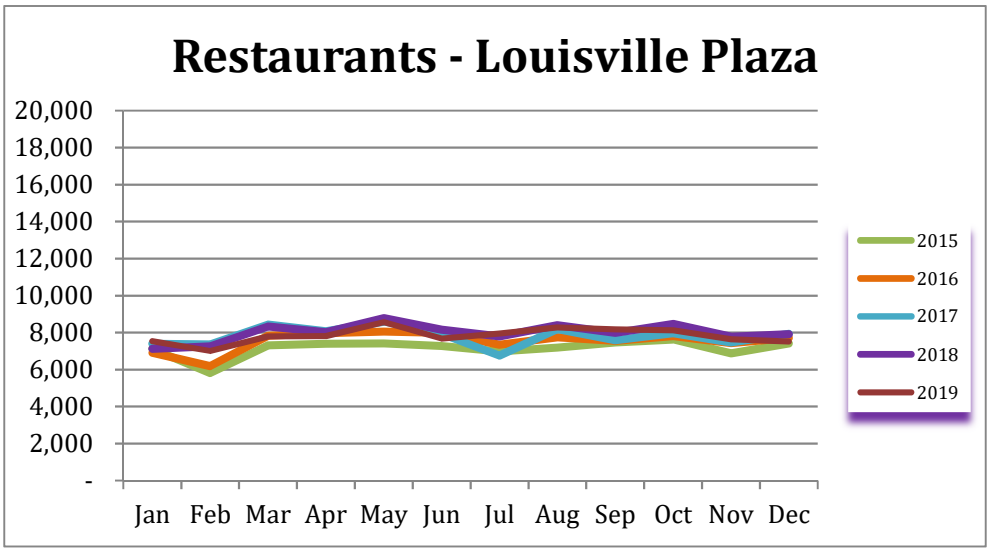
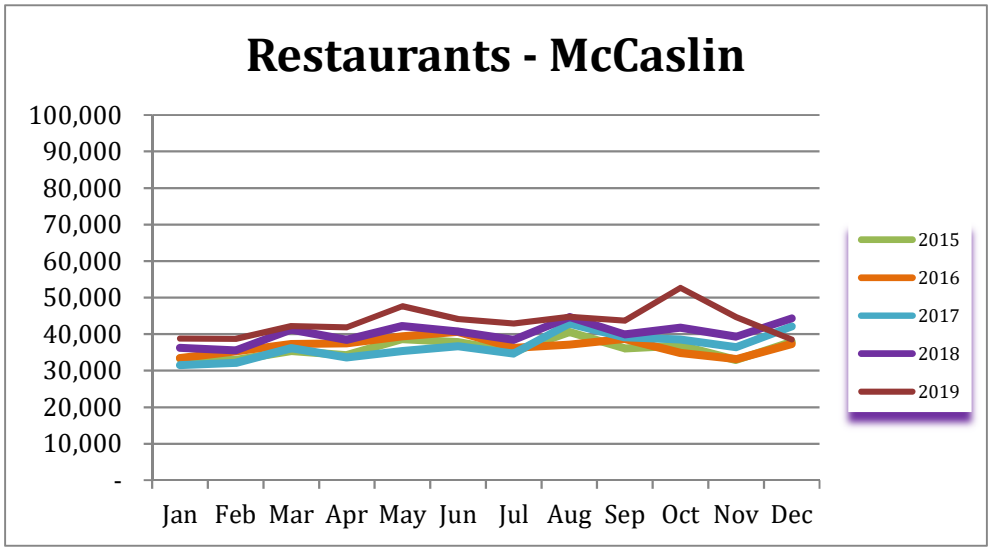
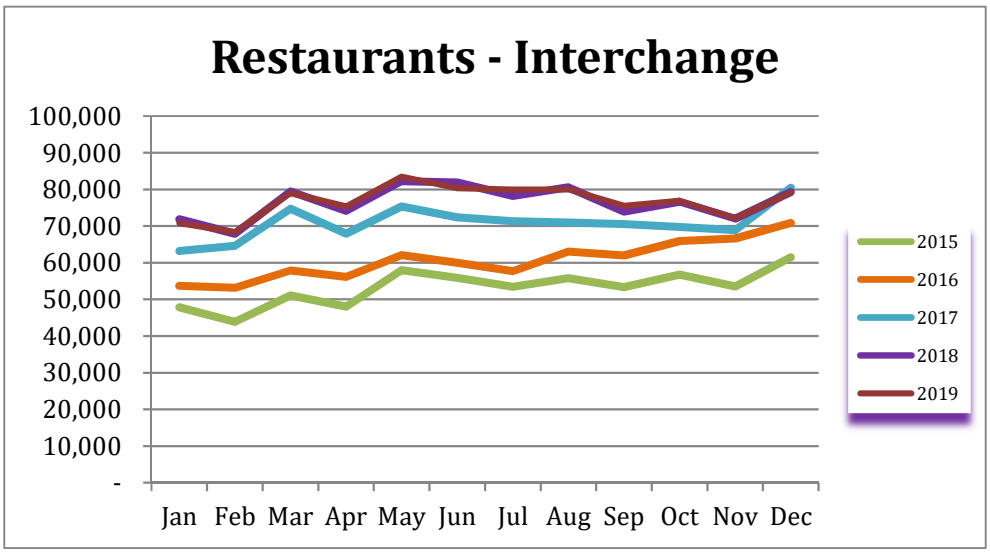






Restaurant Graphs
December 2019

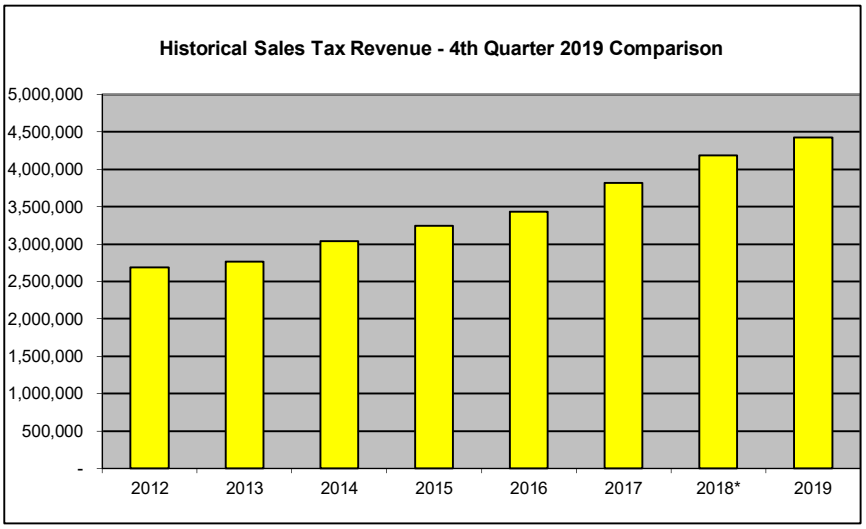


CITY OF LOUISVILLE
2018 HISTORICAL SALES TAX REVENUE (COMPARISONS FROM 2012 - 2019)
12/31/2019

MONTH	2012	2013	2014	2015	2016	2017	2018*	2019
January	681,326	777,242	798,792	930,279	886,723	1,052,366	1,141,972	1,071,558
February	656,603	669,879	708,164	751,446	920,875	864,842	984,046	936,429
March	816,468	820,313	891,756	966,850	1,054,128	1,182,825	1,254,090	1,334,863
April	757,617	870,965	990,489	926,082	949,906	1,044,230	1,131,949	1,159,948
May	855,685	918,954	928,421	931,057	1,032,963	1,183,115	1,284,619	1,223,169
June	890,833	895,906	1,013,900	1,116,715	1,216,853	1,336,406	1,458,894	1,579,107
July	794,745	856,770	866,647	1,026,333	1,136,035	1,137,813	1,247,212	1,366,196
August	776,002	821,538	983,356	983,178	1,050,800	1,119,641	1,198,848	1,488,654
September	836,117	1,017,791	974,352	1,097,796	1,153,466	1,209,258	1,425,270	1,501,976
October	737,769	827,461	876,022	948,794	1,003,857	1,154,708	1,187,020	1,338,241
November	855,913	812,544	867,460	933,235	1,005,580	1,112,434	1,113,867	1,208,379
December	1,091,578	1,125,418	1,294,297	1,360,790	1,420,942	1,554,048	1,889,403	1,878,105
Total Tax	$ 9,750,654	$ 10,414,782	$ 11,193,655	$ 11,972,557	$ 12,832,129	$ 13,951,686	$ 15,317,190	$ 16,086,625
Tax Variance %	7.0%	6.8%	7.5%	7.0%	7.2%	8.7%	9.8%	5.0%

QUARTERLY SUMMARY	2012	2013	2014	2015	2016	2017	2018*	2019
1st Quarter	2,154,396	2,267,435	2,398,712	2,648,576	2,861,726	3,100,032	3,380,108	3,342,849
2nd Quarter	2,504,135	2,685,825	2,932,810	2,973,855	3,199,722	3,563,751	3,875,462	3,962,225
3rd Quarter	2,406,864	2,696,099	2,824,355	3,107,307	3,340,301	3,466,712	3,871,330	4,356,826
4th Quarter	2,685,259	2,765,423	3,037,779	3,242,820	3,430,379	3,821,190	4,190,290	4,424,725
Tax Incr/(Decr)	168,251	80,164	272,355	205,041	187,559	390,811	369,100	234,435
Tax Variance %	6.7%	3.0%	9.8%	6.7%	5.8%	11.4%	9.7%	5.6%

*** Includes Recreation/Senior Center tax rate of .15% or 4.3% increase in total tax rate.**



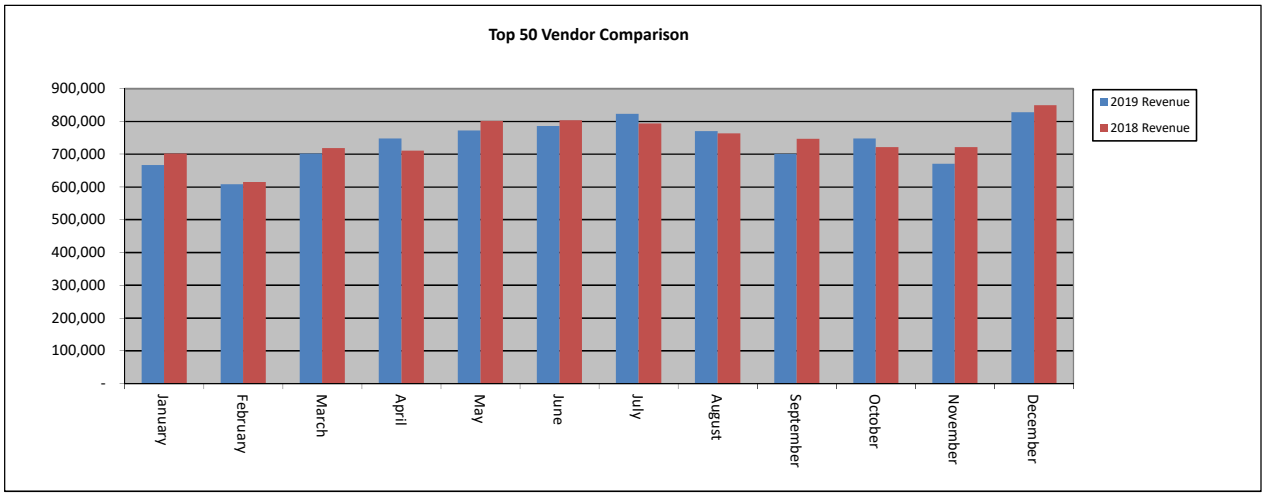
CITY OF LOUISVILLE

Top 50 Vendors

Revenue for Yr 2019 with 2018 Comparisons

	Sales Tax 2019	Sales Tax 2018	Incr/(Decr)	Variance % 2019	% Top 50 Vendors to Total Tax
January	667,138	701,908	(34,770)	-5.0%	75.0%
February	608,536	615,116	(6,580)	-1.1%	66.0%
March	701,846	718,622	(16,775)	-2.3%	66.5%
April	748,363	710,933	37,430	5.3%	77.6%
May	772,267	802,174	(29,907)	-3.7%	74.0%
June	786,284	803,577	(17,293)	-2.2%	64.6%
July	822,814	794,362	28,452	3.6%	72.4%
August	770,096	763,295	6,801	0.9%	73.1%
September	701,643	746,731	(45,088)	-6.0%	60.8%
October	748,147	721,313	26,834	3.7%	74.5%
November	670,842	721,357	(50,515)	-7.0%	66.3%
December	828,129	849,946	(21,817)	-2.6%	58.2%
Totals	$ 8,826,106	$ 8,949,334	(123,228)	-1.4%	68.5%

Top 50 Vendor Summary		
YTD 2019 compared with 2018:	Incr/(Decr)	% Variance
Top 50 vendors	(123,228.34)	-1.4%
General Mds.	$ (226,370.05)	-23.7%
Grocery	$ 69,282.18	2.2%
Home Improvement	$ 33,507.28	2.1%
Hotels	$ (25,967.39)	-4.4%
Restaurants	$ 84,386.33	5.7%
Telecom/Utilities	$ (32,588.79)	-2.9%

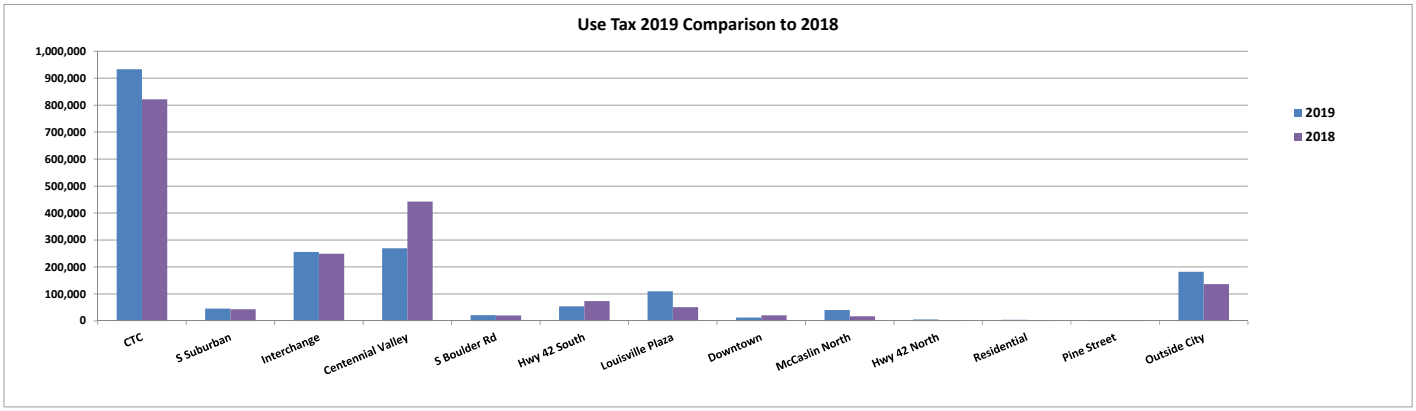


AUDITS/ASSESSMENTS Revenue Collected		
Tax Type	**2019**	**2018**
Sales Tax	1,105,472.83	83,512.09
Consumer Use Tax	219,495.41	439,743.76
Building Use Tax	(19,907.63)	(24,461.33)
Lodging Tax	-	-
Penalties & Interest	75,863.13	70,765.23
Total Audit/Assessment Revenue	$ 1,380,923.74	$ 569,559.75

Tax Returns Processed	2019	2018
	25,066	21,033

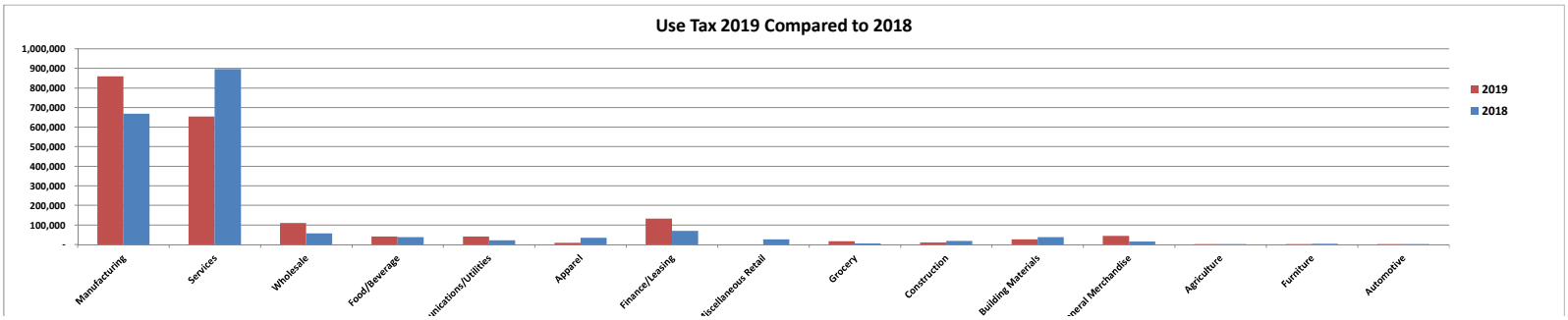
Annual Consumer Use Tax Revenue Comparisons by Area (2011 - 2019)

AREA NAME	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Actual	2016 Actual	2017 Actual	2018 Actual	2019 Actual	% Of Total
CTC	229,339	627,942	791,492	614,982	453,003	868,208	682,209	821,793	933,322	48.1%
S Suburban	46,929	70,928	208,783	106,505	51,318	42,563	55,080	43,927	46,197	2.4%
Interchange	39,367	43,091	168,240	316,135	358,168	309,690	271,366	249,432	256,172	13.2%
Centennial Valley	138,664	252,079	127,490	130,945	203,007	280,834	235,597	442,846	269,399	13.9%
S Boulder Rd	100	2,022	139,876	116,699	78,801	39,012	117,584	20,724	21,527	1.1%
Hwy 42 South	429	16,136	45,465	43,133	69,206	91,493	87,634	73,728	54,173	2.8%
Louisville Plaza	34,454	36,925	17,483	22,101	42,110	45,236	30,533	51,088	110,305	5.7%
Downtown	3,078	6,064	15,785	13,697	13,101	9,369	17,074	20,971	12,726	0.7%
McCaslin North	7,101	13,632	9,598	17,483	30,504	19,852	23,325	17,631	40,662	2.1%
Hwy 42 North	709	7,613	3,354	1,379	1,702	2,290	2,241	2,672	5,897	0.3%
Residential	1,413	1,224	2,488	1,685	1,586	835	3,151	2,153	4,286	0.2%
Pine Street	548	752	180	247	363	556	246	113	3,103	0.2%
Outside City	53,935	123,735	(621)	83,347	152,782	137,351	142,512	136,763	182,355	9.4%
Totals	**556,065**	**1,202,143**	**1,529,611**	**1,468,338**	**1,455,649**	**1,847,288**	**1,668,551**	**1,883,839**	**1,940,122**	
% Of Change	**N/A**	**116.2%**	**27.2%**	**-4.0%**	**-0.9%**	**26.9%**	**-9.7%**	**12.9%**	**3.0%**	



Annual Use Tax Revenue Comparisons by Industry (2011 - 2019)

AREA NAME	2011 Actual	2012 Actual	2013 Actual	2014 Actual	2015 Actual	2016 Actual	2017 Actual	2018 Actual	2019 Actual	% Of Total
Manufacturing	150,950	393,208	644,936	552,458	597,994	1,002,250	552,780	668,187	858,493	44.2%
Services	257,245	490,507	415,442	414,989	463,335	413,909	615,714	895,040	653,599	33.7%
Wholesale	880	14,633	141,514	49,362	79,303	85,952	103,784	56,000	108,588	5.6%
Food/Beverage	11,133	15,435	82,102	158,669	43,248	44,367	37,416	36,494	40,590	2.1%
Communications/Utilities	21,504	94,730	64,567	16,090	30,064	73,072	47,448	21,648	40,833	2.1%
Apparel	39,868	34,350	41,183	39,676	45,472	33,045	10,893	33,727	8,450	0.4%
Finance/Leasing	5,431	14,386	35,660	38,720	55,358	65,614	77,735	69,301	131,457	6.8%
Miscellaneous Retail	15,282	80,162	79,693	73,669	71,668	38,150	32,007	25,742	-	0.0%
Grocery	25,283	25,265	7,817	3,758	9,988	9,887	126,684	4,398	15,418	0.8%
Construction	748	6,718	6,521	48,347	32,728	63,769	25,304	17,881	10,374	0.5%
Building Materials	4,157	7,629	5,797	53,821	6,010	9,303	14,371	36,349	25,587	1.3%
General Merchandise	22,611	22,976	3,205	9,165	4,396	4,608	22,604	13,904	43,493	2.2%
Agriculture	355	308	881	1,820	8,198	1,622	952	1,161	2,073	0.1%
Furniture	618	1,461	243	7,523	7,228	1,396	858	4,006	1,165	0.1%
Automotive	-	374	52	271	661	344	1	1	2	0.0%
Totals	**556,065**	**1,202,143**	**1,529,611**	**1,468,338**	**1,455,649**	**1,847,288**	**1,668,551**	**1,883,839**	**1,940,122**	
% Of Change	**N/A**	**116.2%**	**27.2%**	**-4.0%**	**-0.9%**	**26.9%**	**-9.7%**	**12.9%**	**3.0%**	



Retailers ser ing sustainability-minded shoppers

February 10, 2020

Established and up-and-coming brands alike are weaving sustainability into the fabric of the retail industry — apparel retailers literally so, by means of garments made from recycled, organic and other eco-conscious materials.

H&M's Conscious Collection, for one, features garments engineered to lessen environmental impact. The retailer uses such materials as Piñatex, a leather alternative made from the fibers of pineapple leaves. Newcomer Ministry of Supply offers an Aero Zero line of carbon-neutral shirts for men and women.

Sustainability is gaining momentum across almost every retail category, including fashion, cosmetics, food and home furnishings. "People, now more than ever, are conscious of the changing environment and the importance of sustainability," said Donald DeWoody, a principal and managing director in the West Palm Beach, Fla., office of Avison Young. That awareness spans how products are made to packaging, stores and community involvement. "It is an overall concept that permeates beyond the four walls of a store, penetrating the industries they represent and the communities in which they operate."

Some retailers have been embracing sustainability practices for years. Levi's introduced its WaterLess jeans collection, which reduced the amount of water consumption in its manufacturing processes significantly, about a decade ago. The brand has continued to innovate with such products as jeans made from a blend of organic cotton and hemp from rain-fed crops (no irrigation used).

"(Retailers) are all trying to do their part. it's just a matter of how far they are going"

The retailers touting sustainability now run the gamut, from such established names as Lululemon, Nike and Walmart to online retailers that are moving into brick-and-mortar. "They are all trying to do their part. It's just a matter of how far they are going," said Frank Greco, a Savills managing director based in Rutherford, N.J.

But the subset of retailers that put sustainability at their core is growing. "You certainly have those retailers where sustainability is in their DNA," said Jeff Bedell, vice president of sustainability at Macerich.

Can tenants and landlords collaborate on sustainability?

Read more

With some retailers, sustainability practices are motivated by the customers, shareholders and investors. Government regulations in certain areas are prompting changes, too. Shoppers are understandably a major force in all this. "Customers care more about the social practices in general of the brands they are choosing," said Bedell. "They are seeking out retailers and destinations that have shared values." Nearly 70 percent of the 1,000 U.S. consumers in the CGS (Computer

Generated Solutions) 2019 Retail and Sustainability Survey said sustainability is at least somewhat important to them in their purchases. Forty-seven percent said they are willing to pay more for sustainable products.

Landlords are taking sustainability steps in their own right, but they do not control all the space they own. In those areas Macerich controls at its shopping centers, the firm has managed to reduce the carbon footprint by some 30 percent over the past five years through waste and energy management. Still, the tenants occupy and control about 85 percent of the square footage at most Macerich centers. "It is absolutely critical that we all work together to find ways to collaborate with retailers to truly make our centers sustainable," Bedell said. "The only way we can get over that goal line and make a center truly sustainable is to have that partnership."

Learn more about the role of F&B in changing the retail landscape at the Food for Thought Conference

Register here

Sustainable retailers to watch

Allbirds

This San Francisco-based shoe company uses sustainable products like merino wool and eucalyptus in place of the typical shoe materials: leather, or rubber and similar synthetics. Tim Brown, a former professional New Zealand soccer player, and Joey Zwillinger, a clean-tech engineer, co-founded the startup. Allbirds sells shoes online, in seven stores in the U.S. and in seven stores abroad.

Amour Vert

The name of this apparel brand means "green love" in French. The company works with mills to develop signature fabrics that are both durable and environmentally sustainable. One fabric is

made from sustainably harvested beechwood fibers that are pesticide-free and biodegradable. For every purchase a shopper makes of an Amour Vert tee, the company plants a tree in North America, in concert with American Forests. Amour Vert operates nine stores — in California and in Atlanta, New York City and Seattle, plus one pop-up in Carlsbad, Calif. It is eyeing locations for additional stores in Austin, Texas; Chicago; Denver; Portland, Ore.; and Washington, D.C.

Reformation

This women's apparel and bridal-wear retailer makes sustainable products and strives to reduce water and energy use. It also tries to replace or offset those resources it does use. The concept was founded in 2009 and now operates 18 stores in Southern California and in Boston; Chicago; New York City; and Washington, D.C., as well as in Toronto and London.

By Beth Mattson-Teig

Contributor, Shopping Centers Today

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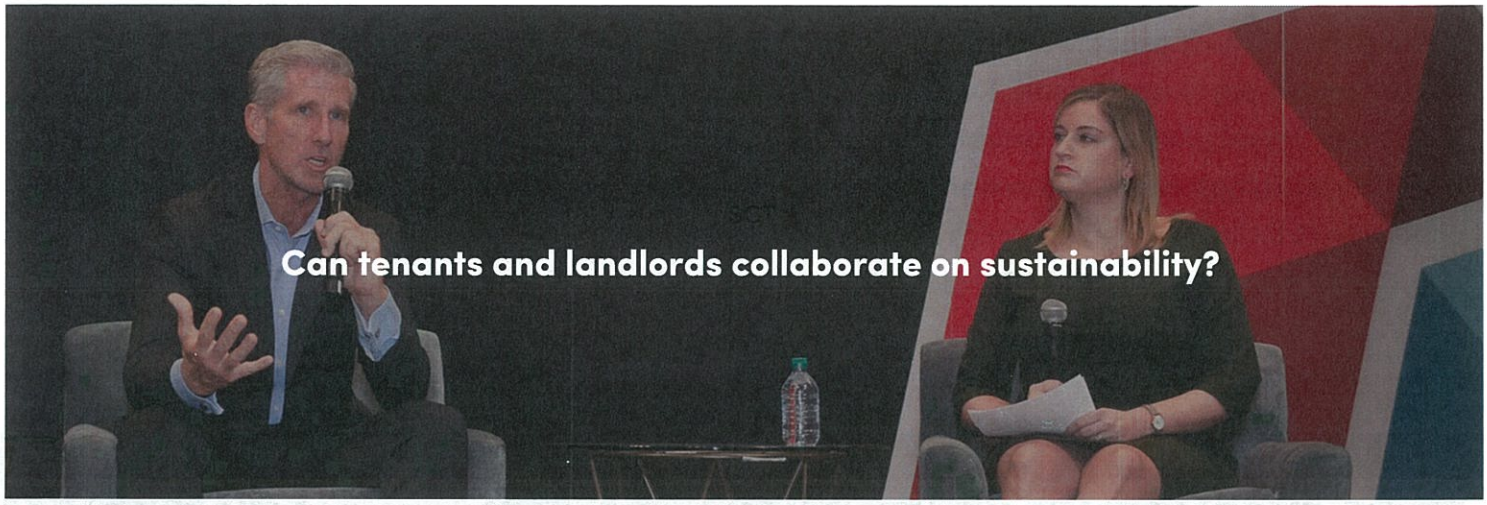
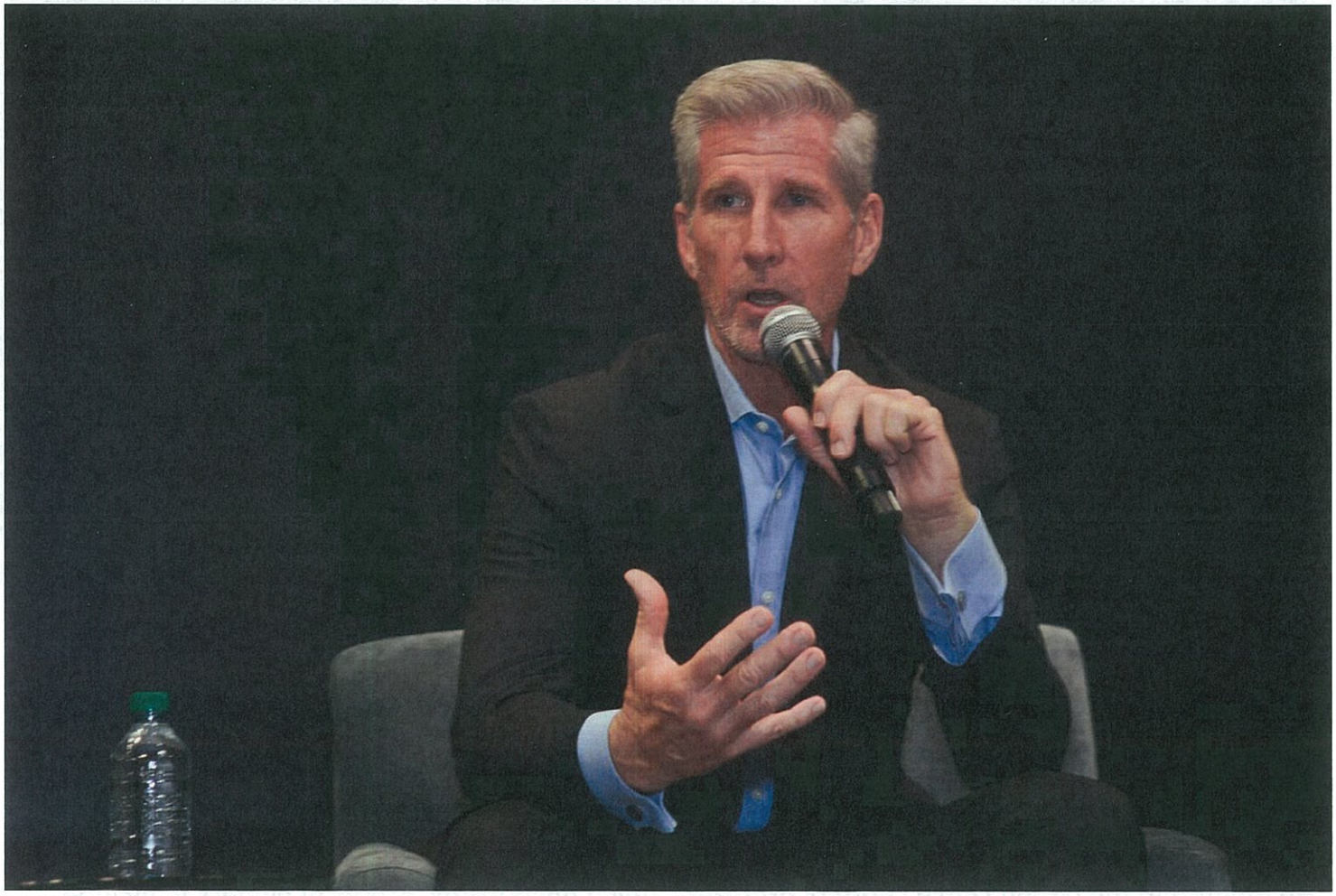


Can tenants and landlords collaborate on sustainability?

December 12, 2019

As investor, customer and government expectations for commercial-property sustainability increase, it is more important than ever that tenants and landlords collaborate to achieve sustainability targets, executives said at ICSC New York Deal Making on Wednesday.



Among the markets expected to enact caps on greenhouse gas emissions for commercial properties in the coming years are Boston, New York City, Seattle, Southern California and Washington, D.C., said Chris Brown, director of private-sector engagement at the Institute for Market Transformation, based in Washington, D.C. "Investor pressure and city regulations are ratcheting up and shifting." He cited a loan Italian luxury retailer Prada recently secured that included triggers, based on the number of that company's LEED-rated stores, that would increase interest rates.

Chris Brown

Green leases that address such contentious issues as common-area lighting, integrated pest management, solar-energy use and transference of energy-usage data are essential, said Brown. He pointed to the Green Lease Leaders program, which encourages property owners to include

more energy-management and sustainability levers in their leases. Macerich, for its part, has been confronting the issue when presenting store buildout specs, which happens before the lease, said vice president of sustainability Jeff Bedell. "We get minimum pushback at that level."

Communication is often the most difficult part of any successful sustainability strategy, Bedell noted. "You will need two lines of communications: one with the tenant's corporate headquarters and one on-site. One of the lessons we've learned is that the corporate level needs to push down the requirements. You can't just do it at the property level if you're not talking to the corporate level."

Jessica Tomaz

Landlords and tenants have been more successful at collaborating on energy management than on waste management and recycling, said Jessica Tomaz, sustainability manager at New York City-based Recycle Track Systems. One of the solutions is signage, she suggested. "Signage is the most

important thing when it comes to recycling," said Tomaz, who advises clients on recycling practices, "because you need to communicate what you're doing with the waste."

Tomaz recommends that landlords produce a regular newsletter for tenants, explaining the results of the waste-management program. "Give numbers or equivalencies to make the information more relatable," she said. "For example: 'This many trees saved.'" Tomaz also encourages online portals on which tenants can check their performances, as well as regular tenant recycling meetings.

By Brannon Boswell

Executive Editor/SCT

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