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# CITY OF LONGMONT FINANCE DEPARTMENT

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## SALES AND USE TAX DIVISION

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### ANALYSIS OF TAXES

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July 2024

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#### SUMMARY

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<b>Title</b>		<b>Data</b>
Total Taxes This Month	\$	8,699,883
Compared to Last Year	\$	8,788,609
Percentage Change:		-1.0%

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# SALES AND USE TAX SUMMARY

## CITY OF LONGMONT

### July 2024

#### Overview

**Month of July:** Total Sales and Use Tax for the month of July decreased overall by 1.0% compared to last year. Current Sales Tax collection decreased by 1.3% and current Use Tax collection increased 9.6%.

**Year to Date:** Total Sales and Use Tax through July increased by 3.8% for 2024. The sales Tax component increased by 4.5% and the Use Tax component decreased by 0.1%.

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

**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 2023-2024 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.

**Pages 5 through 10** show changes from 2023 to 2024 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.

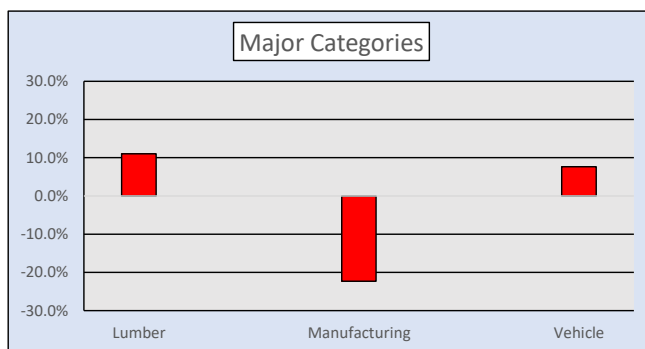
#### Sales Tax Activity

The Automotive, Food, and General categories showed increases of 1.9%, 7.2%, and 8.5%, respectively. However, the Utilities category showed a decrease of 6.3% when compared to 2023 year to date.



#### Use Tax Activity

The Lumber and Vehicles categories showed increases of 11.1% and 7.6%, respectively. However, the Manufacturing category showed a decrease of 22.3% when compared to 2023 year to date.

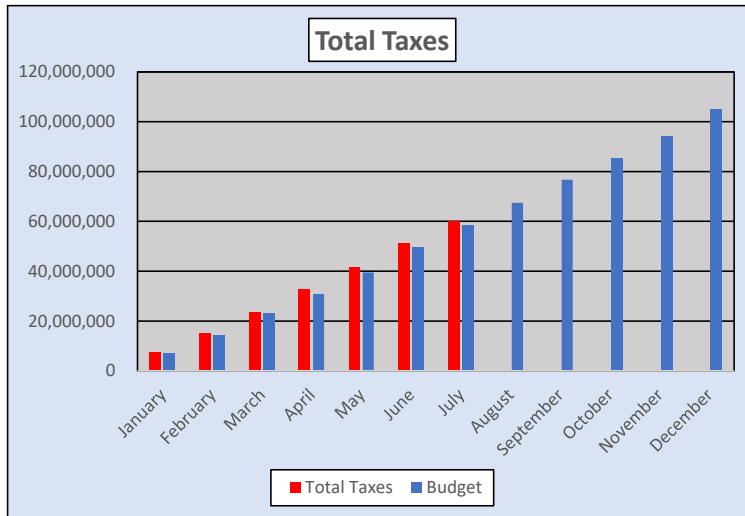


## Sales & Use Tax - Budget To Actual

July

2024

Month	Sale & Use 2024 Budget	Cumulative Sales & Use 2024 Budget	Cumulative % of 2024 Budget	Sales Tax 2024 Actual	Use Tax 2024 Actual	Total 2024 Actual
January	\$ 7,155,082	\$ 7,155,082	6.8%	\$ 6,635,533	\$ 1,023,866	\$ 7,659,399
February	\$ 7,044,945	\$ 14,200,027	13.5%	\$ 6,405,819	\$ 1,051,627	\$ 7,457,446
March	\$ 8,757,551	\$ 22,957,578	21.9%	\$ 7,481,722	\$ 939,148	\$ 8,420,870
April	\$ 7,850,106	\$ 30,807,684	29.4%	\$ 7,474,499	\$ 1,755,545	\$ 9,230,044
May	\$ 8,624,046	\$ 39,431,731	37.6%	\$ 7,560,567	\$ 1,249,006	\$ 8,809,572
June	\$ 10,146,725	\$ 49,578,455	47.3%	\$ 8,296,152	\$ 1,362,763	\$ 9,658,915
July	\$ 8,920,340	\$ 58,498,796	55.8%	\$ 7,387,949	\$ 1,311,934	\$ 8,699,883
August	\$ 8,916,916	\$ 67,415,712	64.3%			\$ -
September	\$ 9,228,799	\$ 76,644,510	73.1%			\$ -
October	\$ 8,671,998	\$ 85,316,508	81.3%			\$ -
November	\$ 8,651,458	\$ 93,967,967	89.6%			\$ -
December	\$ 10,940,216	\$ 104,908,183	100%			\$ -
<b>Total</b>	<b>\$ 104,908,183</b>			<b>\$ 51,242,242</b>	<b>\$ 8,693,888</b>	<b>\$ 59,936,130</b>



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

**July 2024**

Fund	2023 YTD Sales Tax	2023 YTD Use Tax	2023 YTD Total	2024 YTD Sales Tax	2024 YTD Use Tax	2024 YTD Total	ST % ▲	UT % ▲	Total % ▲	% ▲ needed to reach Budget
General Fund	\$ 23,452,441	\$ 4,191,690	\$ 27,644,131	\$ 24,592,563	\$ 4,186,857	\$ 28,779,420	4.9%	-0.1%	4.11%	1.81%
PIF Fund	\$ 4,138,669	\$ 739,706	\$ 4,878,375	\$ 4,339,860	\$ 738,858	\$ 5,078,718	4.9%	-0.1%	4.11%	1.81%
Streets Fund	\$ 10,420,555	\$ 1,849,276	\$ 12,269,831	\$ 10,887,180	\$ 1,847,145	\$ 12,734,325	4.5%	-0.1%	3.79%	1.53%
Open Space	\$ 2,778,800	\$ 493,140	\$ 3,271,940	\$ 2,903,235	\$ 492,571	\$ 3,395,805	4.5%	-0.1%	3.79%	1.53%
Public Safety	\$ 8,058,560	\$ 1,430,112	\$ 9,488,673	\$ 8,419,427	\$ 1,428,458	\$ 9,847,885	4.5%	-0.1%	3.79%	1.53%
LURA	\$ 196,963	\$ -	\$ 196,963	\$ 99,977	\$ -	\$ 99,977	-49.2%	N/A	-49.2%	-49.11%
All Funds Total	\$ 49,045,988	\$ 8,703,925	\$ 57,749,913	\$ 51,242,242	\$ 8,693,888	\$ 59,936,130	4.5%	-0.1%	3.8%	1.53%

<b>Budget Increase</b>			2.10%	-1.86%	1.53%
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▲ = Change

**General Fund** The allocation of both the sales tax and the use tax to the General Fund is 85% of the 2% non-earmarked sales and use tax. The result after seven months is that the General Fund sales and use tax is up by 4.11%. The 2024 budget only relies on a 1.81% increase in sales and use tax revenue.

**Public Improvement Fund** The allocation of both the sales tax and the use tax to the Public Improvement Fund is 15.0% of the 2% non-earmarked sales and use tax. After seven months, The PIF sales and use tax revenue increased by 4.11%. The 2024 budget only relies on a 1.81% increase in sales and use tax revenue.

**Streets Fund** The Street Fund portion of the total 3.53% sales and use tax rate is 0.75%. After seven months, the Street Fund sales and use tax revenue increased by 3.79%. The 2024 budget only relies on a 1.53% increase in sales and use tax revenue.

**Open Space** The Open Space Fund portion of the total 3.53% sales and use tax rates is 0.20%. After seven months, the Open Space Fund sales and use tax revenue increased by 3.79%. The 2024 budget only relies on a 1.53% increase in sales and use tax revenue.

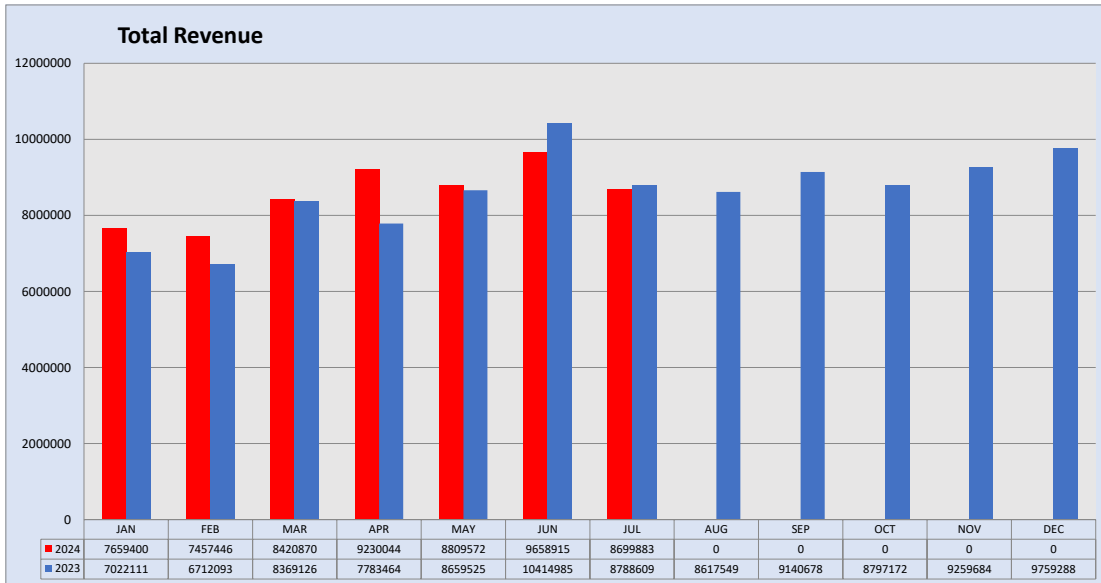
**Public Safety** The Public Safety Fund portion of the total 3.53% sales and use tax is 0.58%. After seven months, Public Safety sales and use tax revenue increased by 3.79%. The 2024 budget only relies on a 1.53% increase in sales and use tax revenue.

**LURA** For 2024, an amount of \$160,437 was originally budgeted. Revenue to LURA is tax increment revenue from the Twin Peaks Urban Renewal Authority. Tax increment revenue is only on the 2.0% non-earmarked portion of sales tax from the URA district and does not begin until after the base sales tax amount of \$441,770 has been generated within the URA district. The URA year begins at November 1st. The base was met in December of 2023. In 2024, 10% of the 2.0 non-earmarked sales tax from the URA district goes to the Village at the Peaks debt service fund to accumulate monies toward repayment of the COP's.

**SALES AND USE TAX**  
**July 2024**

**ACCOUNT GROUPS**

<u>GRAND TOTALS</u>	July-24	July-23	INCR/(DECR)	YTD 2024	YTD 2023	INCR/_(DECR)
Active Accounts	10601	10085	516	10601	10085	516
Net Taxable Sales	\$211,088,517	\$214,026,298	-1.4%	\$1,454,833,382	\$1,391,637,002	4.5%
Net Sales Tax	\$7,256,174	\$7,348,539	-1.3%	\$49,977,956	\$48,186,488	3.7%
Delinquent Sales Tax	\$124,341	\$178,282		\$955,516	\$665,963	
Use Tax	\$1,307,315	\$1,192,595	9.6%	\$8,540,397	\$8,458,313	1.0%
Delinquent Use Tax	\$4,619	\$5,411		\$153,492	\$245,614	
Other Revenue*	\$7,434	\$63,782		\$308,769	\$193,535	
<b>Total Revenue</b>	<b>\$8,699,883</b>	<b>\$8,788,609</b>	<b>-1.0%</b>	<b>\$59,936,130</b>	<b>\$57,749,913</b>	<b>3.8%</b>



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

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

**SALES AND USE TAX**

**SALES AND USE TAX**

**ACCOUNT GROUPS**

<u>1000 Apparel</u>	July-24	July-23	INCR/(DECR)	YTD 2024	YTD 2023	INCR/_(DECR)
Active Accounts	87	92	(5)	87	92	(5)
Net Taxable Sales	\$3,633,923	\$3,423,152	6.2%	\$23,840,759	\$23,200,707	2.8%
Net Sales Tax	\$127,515	\$118,945	7.2%	\$832,580	\$767,402	8.5%
Delinquent Sales Tax	\$271	\$1,373		\$5,604	\$47,811	
Use Tax	\$115	\$468	-75.4%	\$897	\$2,883	-68.9%
Delinquent Use Tax	\$0	\$0		\$0	\$6,520	
Other Revenue*	\$7	\$197		\$1,115	\$7,950	
<b>Total Revenue</b>	<b>\$127,908</b>	<b>\$120,983</b>	<b>5.7%</b>	<b>\$840,196</b>	<b>\$832,566</b>	<b>0.9%</b>
% of Total Revenue	1.5%	1.4%	0.1%	1.4%	1.4%	0.0%

<u>2000 Automotive</u>	July-24	July-23	INCR/(DECR)	YTD 2024	YTD 2023	INCR/_(DECR)
Active Accounts	384	393	(9)	384	393	(9)
Net Taxable Sales	\$16,085,157	\$15,659,659	2.7%	\$103,952,559	\$102,376,564	1.5%
Net Sales Tax	\$554,144	\$539,889	2.6%	\$3,603,919	\$3,536,493	1.9%
Delinquent Sales Tax	\$10,954	\$10,178		\$43,000	\$54,680	
Use Tax	\$2,267	\$2,173	4.3%	\$18,418	\$29,040	-36.6%
Delinquent Use Tax	\$0	\$0		\$0	\$6,222	
Other Revenue	\$3,810	\$2,249		\$10,916	\$12,866	
<b>Total Revenue</b>	<b>\$571,175</b>	<b>\$554,489</b>	<b>3.0%</b>	<b>\$3,676,253</b>	<b>\$3,639,301</b>	<b>1.0%</b>
% of Total Revenue	6.6%	6.3%	0.3%	6.1%	6.3%	-0.2%

<u>3000 Food</u>	July-24	July-23	INCR/(DECR)	YTD 2024	YTD 2023	INCR/_(DECR)
Active Accounts	703	689	14	703	689	14
Net Taxable Sales	\$71,345,296	\$72,269,436	-1.3%	\$496,575,232	\$462,941,328	7.3%
Net Sales Tax	\$2,481,513	\$2,527,215	-1.8%	\$17,332,292	\$16,161,455	7.2%
Delinquent Sales Tax	\$15,584	\$16,766		\$120,596	\$113,690	
Use Tax	\$12,061	\$15,289	-21.1%	\$103,952	\$131,598	-21.0%
Delinquent Use Tax	\$0	\$0		\$143	\$10,950	
Other Revenue	\$0	\$6,358		\$103,285	\$44,226	
<b>Total Revenue</b>	<b>\$2,509,158</b>	<b>\$2,565,629</b>	<b>-2.2%</b>	<b>\$17,660,268</b>	<b>\$16,461,919</b>	<b>7.3%</b>
% of Total Revenue	28.8%	29.2%	-0.4%	29.5%	28.5%	1.0%

SALES AND USE TAX

ACCOUNT GROUPS

<u>4000 Home Furnishings</u>	July-24	July-23	INCR/(DECR)	YTD 2024	YTD 2023	INCR/_(DECR)
Active Accounts	383	383	0	383	383	0
Net Taxable Sales	\$4,429,990	\$4,429,134	0.0%	\$30,551,857	\$32,364,662	-5.6%
Net Sales Tax	\$152,532	\$153,110	-0.4%	\$1,041,173	\$1,102,210	-5.5%
Delinquent Sales Tax	\$2,752	\$2,105		\$28,241	\$28,844	
Use Tax	\$826	\$780	5.9%	\$5,693	\$8,352	-31.8%
Delinquent Use Tax	\$0	\$0		\$10	\$0	
Other Revenue	\$546	\$3,412		\$2,935	\$10,240	
<b>Total Revenue</b>	<b>\$156,656</b>	<b>\$159,407</b>	<b>-1.7%</b>	<b>\$1,078,052</b>	<b>\$1,149,646</b>	<b>-6.2%</b>
% of Total Revenue	1.8%	1.8%	0.0%	1.8%	2.0%	-0.2%
<u>5000 General</u>	July-24	July-23	INCR/(DECR)	YTD 2024	YTD 2023	INCR/_(DECR)
Active Accounts	1996	1606	390	1996	1606	390
Net Taxable Sales	\$56,643,768	\$53,658,331	5.6%	\$373,943,351	\$342,055,911	9.3%
Net Sales Tax	\$1,936,087	\$1,876,999	3.1%	\$12,908,563	\$11,895,017	8.5%
Delinquent Sales Tax	\$49,225	\$13,009		\$197,099	\$124,802	
Use Tax	\$6,203	\$8,899	-30.3%	\$50,126	\$47,060	6.5%
Delinquent Use Tax	\$10	\$1,588		\$535	\$13,317	
Other Revenue	\$0	\$21,975		\$83,550	\$44,693	
<b>Total Revenue</b>	<b>\$1,991,525</b>	<b>\$1,922,469</b>	<b>3.6%</b>	<b>\$13,239,873</b>	<b>\$12,124,889</b>	<b>9.2%</b>
% of Total Revenue	22.9%	21.9%	1.0%	22.1%	21.0%	1.1%
<u>6000 Lodging</u>	July-24	July-23	INCR/(DECR)	YTD 2024	YTD 2023	INCR/_(DECR)
Active Accounts	211	197	14	211	197	14
Net Taxable Sales	\$3,721,073	\$3,804,988	-2.2%	\$16,520,583	\$18,000,226	-8.2%
Net Sales Tax	\$130,821	\$133,743	-2.2%	\$562,268	\$624,934	-10.0%
Delinquent Sales Tax	\$132	\$97		\$16,703	\$6,882	
Use Tax	\$0	\$14	-100.0%	\$254	\$535	-52.5%
Delinquent Use Tax	\$0	\$0		\$0	\$0	
Other Revenue	\$14	\$32		\$1,934	\$1,114	
<b>Total Revenue</b>	<b>\$130,967</b>	<b>\$133,886</b>	<b>-2.2%</b>	<b>\$581,159</b>	<b>\$633,465</b>	<b>-8.3%</b>
% of Total Revenue	1.5%	1.5%	0.0%	1.0%	1.1%	-0.1%

SALES AND USE TAX

ACCOUNT GROUPS

<u>7000 Lumber</u>	July-24	July-23	INCR/(DECR)	YTD 2024	YTD 2023	INCR/_(DECR)
Active Accounts	1056	1039	17	1056	1039	17
Net Taxable Sales	\$15,995,285	\$18,380,843	-13.0%	\$116,901,771	\$106,523,350	9.7%
Net Sales Tax	\$561,772	\$626,360	-10.3%	\$3,839,406	\$3,665,477	4.7%
Delinquent Sales Tax	\$1,288	\$18,013		\$273,570	\$58,241	
Use Tax	\$470,125	\$549,773	-14.5%	\$3,642,010	\$3,279,431	11.1%
Delinquent Use Tax	\$0	\$935		\$7,015	\$5,431	
Other Revenue	\$114	\$2,654		\$42,344	\$9,956	
<b>Total Revenue</b>	<b>\$1,033,299</b>	<b>\$1,197,735</b>	<b>-13.7%</b>	<b>\$7,804,345</b>	<b>\$7,018,536</b>	<b>11.2%</b>
% of Total Revenue	11.9%	13.6%	-1.8%	13.0%	12.2%	0.9%

<u>8000 Professional</u>	July-24	July-23	INCR/(DECR)	YTD 2024	YTD 2023	INCR/_(DECR)
Active Accounts	2107	2236	(129)	2107	2236	(129)
Net Taxable Sales	\$3,448,630	\$2,961,309	16.5%	\$30,522,586	\$23,165,330	31.8%
Net Sales Tax	\$118,061	\$98,734	19.6%	\$1,000,517	\$791,863	26.3%
Delinquent Sales Tax	\$2,309	\$4,559		\$60,939	\$15,763	
Use Tax	\$19,107	\$42,247	-54.8%	\$113,210	\$116,820	-3.1%
Delinquent Use Tax	\$371	\$599		\$773	\$1,663	
Other Revenue	\$381	\$1,786		\$12,296	\$6,939	
<b>Total Revenue</b>	<b>\$140,229</b>	<b>\$147,925</b>	<b>-5.2%</b>	<b>\$1,187,735</b>	<b>\$933,048</b>	<b>27.3%</b>
% of Total Revenue	1.6%	1.7%	-0.1%	2.0%	1.6%	0.4%

<u>9000 Public Utility</u>	July-24	July-23	INCR/(DECR)	YTD 2024	YTD 2023	INCR/_(DECR)
Active Accounts	395	389	6	395	389	6
Net Taxable Sales	\$12,598,297	\$12,124,953	3.9%	\$94,746,742	\$105,294,924	-10.0%
Net Sales Tax	\$443,488	\$426,871	3.9%	\$3,463,217	\$3,697,103	-6.3%
Delinquent Sales Tax	\$161	\$8		\$11,890	\$10,554	
Use Tax	\$5,447	\$3,186	71.0%	\$40,677	\$35,598	14.3%
Delinquent Use Tax	\$0	\$0		\$0	\$0	
Other Revenue	\$924	\$5		\$5,810	\$749	
<b>Total Revenue</b>	<b>\$450,020</b>	<b>\$430,070</b>	<b>4.6%</b>	<b>\$3,521,594</b>	<b>\$3,744,004</b>	<b>-5.9%</b>
% of Total Revenue	5.2%	4.9%	0.3%	5.9%	6.5%	-0.6%



SALES AND USE TAX

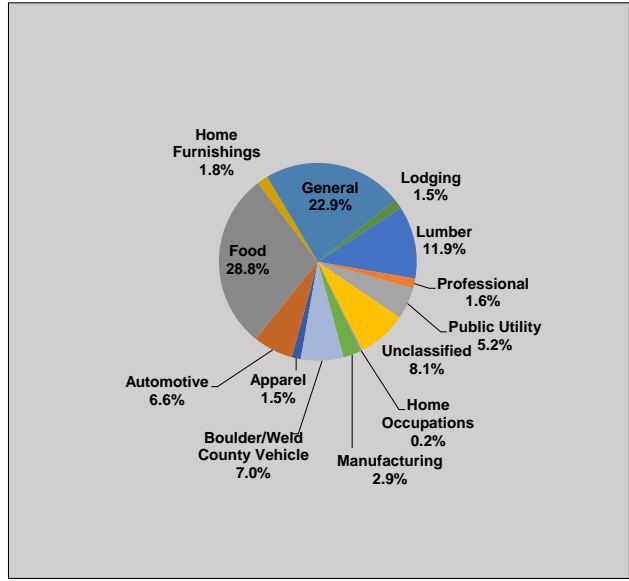
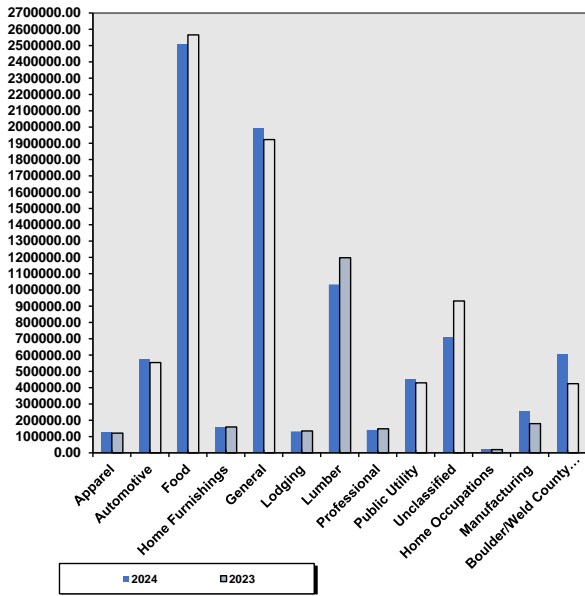
ACCOUNT GROUPS

<u>10000 Unclassified</u>	July-24	July-23	INCR/(DECR)	YTD 2024	YTD 2023	INCR/_(DECR)
Active Accounts	2949	2705	244	2949	2705	244
Net Taxable Sales	\$20,344,657	\$24,567,603	-17.2%	\$147,134,671	\$156,944,304	-6.3%
Net Sales Tax	\$655,371	\$751,680	-12.8%	\$4,955,700	\$5,304,053	-6.6%
Delinquent Sales Tax	\$37,116	\$111,061		\$155,482	\$190,997	
Use Tax	\$15,682	\$42,424	-63.0%	\$137,703	\$402,453	-65.8%
Delinquent Use Tax	\$0	\$2,289		\$128,130	\$175,913	
Other Revenue	\$0	\$24,198		\$38,001	\$50,515	
<b>Total Revenue</b>	<b>\$708,169</b>	<b>\$931,652</b>	<b>-24.0%</b>	<b>\$5,415,016</b>	<b>\$6,123,931</b>	<b>-11.6%</b>
% of Total Revenue	8.1%	10.6%	-2.5%	9.0%	10.6%	-1.6%
<u>11000 Home Occupations</u>	July-24	July-23	INCR/(DECR)	YTD 2024	YTD 2023	INCR/_(DECR)
Active Accounts	145	160	(15)	145	160	(15)
Net Taxable Sales	\$615,311	\$582,727	5.6%	\$3,744,761	\$4,347,329	-13.9%
Net Sales Tax	\$21,365	\$20,182	5.9%	\$129,170	\$150,267	-14.0%
Delinquent Sales Tax	\$0	\$0		\$88	\$333	
Use Tax	\$1	\$0	0.0%	\$27	\$13	107.7%
Delinquent Use Tax	\$0	\$0		\$0	\$3	
Other Revenue	\$1	\$0		\$82	\$150	
<b>Total Revenue</b>	<b>\$21,367</b>	<b>\$20,182</b>	<b>5.9%</b>	<b>\$129,367</b>	<b>\$150,766</b>	<b>-14.2%</b>
% of Total Revenue	0.2%	0.2%	0.0%	0.2%	0.3%	0.0%
<u>12000 Manufacturing</u>	July-24	July-23	INCR/(DECR)	YTD 2024	YTD 2023	INCR/_(DECR)
Active Accounts	183	196	(13)	183	196	(13)
Net Taxable Sales	\$2,227,130	\$2,164,163	2.9%	\$16,398,510	\$14,422,367	13.7%
Net Sales Tax	\$73,505	\$74,811	-1.7%	\$309,151	\$490,214	-36.9%
Delinquent Sales Tax	\$4,549	\$1,113		\$42,304	\$13,366	
Use Tax	\$168,714	\$102,618	64.4%	\$811,770	\$1,045,253	-22.3%
Delinquent Use Tax	\$4,238	\$0		\$16,886	\$25,595	
Other Revenue	\$1,637	\$916		\$6,501	\$4,137	
<b>Total Revenue</b>	<b>\$252,643</b>	<b>\$179,458</b>	<b>40.8%</b>	<b>\$1,186,612</b>	<b>\$1,578,565</b>	<b>-24.8%</b>
% of Total Revenue	2.9%	2.0%	0.9%	2.0%	2.7%	-0.8%
<u>00000 Boulder/Weld County Vehicle</u>	July-24	July-23	INCR/(DECR)	YTD 2024	YTD 2023	INCR/_(DECR)
Use Tax	\$606,767	\$424,724	42.9%	\$3,615,660	\$3,359,277	7.6%
% of Total Revenue	7.0%	4.8%	2.1%	6.0%	5.8%	0.2%

Net Sales & Use Tax by Industry Type

For The Month of

July 2024



**Summary Of Sales & Use Tax Activity By Industry**

**July  
2024**

Account Group/	Account Number	Active Accounts	NTS / Total Rev.	July 2024	July 2023	INCR/(DECR)	YTD 2024	YTD 2023	INCR/ (DECR)
Apparel			Net Taxable Sales	\$3,633,923	\$3,423,152	6.2%	\$23,840,759	\$23,200,707	2.8%
1000	87		Total Revenue	\$127,908	\$120,983	5.7%	\$840,196	\$832,566	0.9%
Automotive			Net Taxable Sales	\$16,085,157	\$15,659,659	2.7%	\$103,952,559	\$102,376,564	1.5%
2000	384		Total Revenue	\$571,175	\$554,489	3.0%	\$3,676,253	\$3,639,301	1.0%
Food			Net Taxable Sales	\$71,345,296	\$72,269,436	-1.3%	\$496,575,232	\$462,941,328	7.3%
3000	703		Total Revenue	\$2,509,158	\$2,565,629	-2.2%	\$17,660,268	\$16,461,919	7.3%
Home Furnishings			Net Taxable Sales	\$4,429,990	\$4,429,134	0.0%	\$30,551,857	\$32,364,662	-5.6%
4000	383		Total Revenue	\$156,656	\$159,407	-1.7%	\$1,078,052	\$1,149,646	-6.2%
General			Net Taxable Sales	\$56,643,768	\$53,658,331	5.6%	\$373,943,351	\$342,055,911	9.3%
5000	1996		Total Revenue	\$1,991,525	\$1,922,469	3.6%	\$13,239,873	\$12,124,889	9.2%
Lodging			Net Taxable Sales	\$3,721,073	\$3,804,988	-2.2%	\$16,520,583	\$18,000,226	-8.2%
6000	211		Total Revenue	\$130,967	\$133,886	-2.2%	\$581,159	\$633,465	-8.3%
Lumber			Net Taxable Sales	\$15,995,285	\$18,380,843	-13.0%	\$116,901,771	\$106,523,350	9.7%
7000	1056		Total Revenue	\$1,033,299	\$1,197,735	-13.7%	\$7,804,345	\$7,018,536	11.2%
Professional			Net Taxable Sales	\$3,448,630	\$2,961,309	16.5%	\$30,522,586	\$23,165,330	31.8%
8000	2107		Total Revenue	\$140,229	\$147,925	-5.2%	\$1,187,735	\$933,048	27.3%
Public Utility			Net Taxable Sales	\$12,598,297	\$12,124,953	3.9%	\$94,746,742	\$105,294,924	-10.0%
9000	395		Total Revenue	\$450,020	\$430,070	4.6%	\$3,521,594	\$3,744,004	-5.9%
Unclassified			Net Taxable Sales	\$20,344,657	\$24,567,603	-17.2%	\$147,134,671	\$156,944,304	-6.3%
10000	2949		Total Revenue	\$708,169	\$931,652	-24.0%	\$5,415,016	\$6,123,931	-11.6%
Home Occupations			Net Taxable Sales	\$615,311	\$582,727	5.6%	\$3,744,761	\$4,347,329	-13.9%
11000	145		Total Revenue	\$21,367	\$20,182	5.9%	\$129,367	\$150,766	-14.2%
Manufacturing			Net Taxable Sales	\$2,227,130	\$2,164,163	2.9%	\$16,398,510	\$14,422,367	13.7%
12000	183		Total Revenue	\$252,643	\$179,458	40.8%	\$1,186,612	\$1,578,565	-24.8%
Boulder/Weld County Vehicles			Net Taxable Sales	\$0	\$0	0.0%	\$0	\$0	0.0%
0000	2		Total Revenue	\$606,767	\$424,724	42.9%	\$3,615,660	\$3,359,277	7.6%
<b>GRAND TOTALS</b>	<b>10601</b>		Net Taxable Sales	<b>\$211,088,517</b>	<b>\$214,026,298</b>	<b>-1.4%</b>	<b>\$1,454,833,382</b>	<b>\$1,391,637,002</b>	<b>4.5%</b>
			Total Revenue	<b>\$8,699,883</b>	<b>\$8,788,609</b>	<b>-1.0%</b>	<b>\$59,936,130</b>	<b>\$57,749,913</b>	<b>3.8%</b>

## Industries

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Account	Group	Industry Descriptions
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 Shop, 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, Specialty shops, and Marijuana outlets.
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
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**

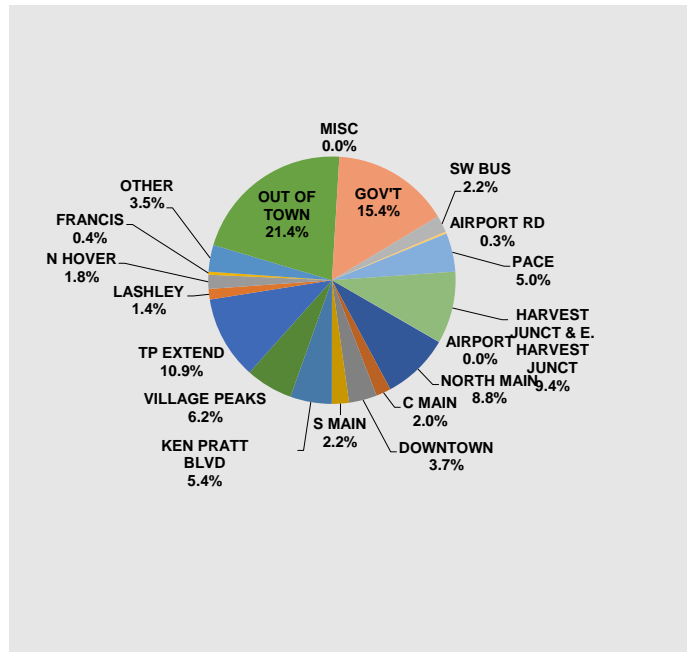
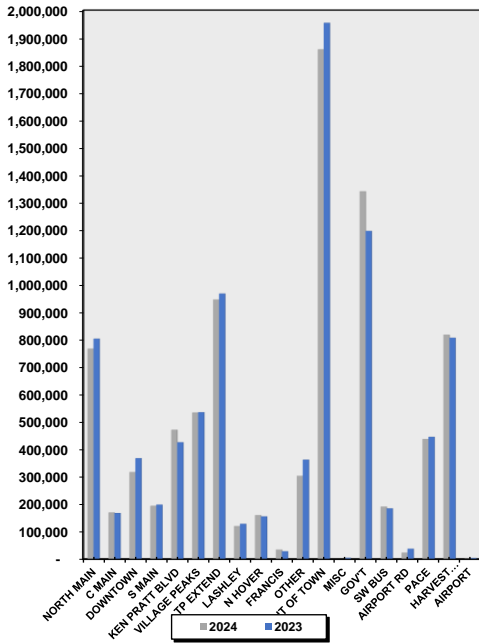
**July  
2024**

LOCATION	NTS / Total Rev.	% Of Total	July-24	July-23	INCR/ (DECR)	% Of Total YTD	YTD 2024	YTD 2023	INCR/ (DECR)
North Main	Net Taxable Sales	10.2%	\$21,484,754	\$22,644,874	-5.1%	10.0%	\$144,924,298	\$145,890,045	-0.7%
	Total Revenue	8.8%	\$768,832	\$805,144	-4.5%	0.4%	\$5,143,860	\$5,189,395	-0.9%
Central Main	Net Taxable Sales	2.3%	\$4,796,851	\$4,729,155	1.4%	2.3%	\$32,967,387	\$32,256,419	2.2%
	Total Revenue	2.0%	\$170,204	\$168,132	1.2%	0.1%	\$1,169,876	\$1,150,596	1.7%
Downtown	Net Taxable Sales	4.3%	\$9,003,286	\$10,423,387	-13.6%	4.0%	\$58,760,918	\$57,245,810	2.6%
	Total Revenue	3.7%	\$318,047	\$368,909	-13.8%	0.1%	\$2,081,381	\$2,025,595	2.8%
South Main	Net Taxable Sales	2.6%	\$5,485,550	\$5,603,223	-2.1%	2.3%	\$34,020,112	\$33,323,418	2.1%
	Total Revenue	2.2%	\$194,392	\$198,910	-2.3%	0.1%	\$1,209,928	\$1,181,318	2.4%
Ken Pratt Boulevard	Net Taxable Sales	6.3%	\$13,383,001	\$12,072,355	10.9%	5.8%	\$84,539,607	\$79,935,724	5.8%
	Total Revenue	5.4%	\$472,723	\$427,100	10.7%	0.2%	\$2,993,999	\$2,816,345	6.3%
Village At The Peaks	Net Taxable Sales	7.3%	\$15,414,551	\$14,649,490	5.2%	6.9%	\$100,345,194	\$98,656,381	1.7%
	Total Revenue	6.2%	\$535,517	\$536,959	-0.3%	0.3%	\$3,729,225	\$3,557,534	4.8%
Twin Peaks Square Ext.	Net Taxable Sales	12.7%	\$26,828,494	\$27,398,627	-2.1%	13.0%	\$189,598,409	\$184,553,607	2.7%
	Total Revenue	10.9%	\$947,135	\$969,229	-2.3%	0.5%	\$6,737,189	\$6,547,717	2.9%
Lashley	Net Taxable Sales	1.6%	\$3,385,708	\$3,641,985	-7.0%	1.6%	\$22,817,511	\$25,492,803	-10.5%
	Total Revenue	1.4%	\$120,200	\$128,841	-6.7%	0.1%	\$813,536	\$905,173	-10.1%
North Hover	Net Taxable Sales	2.1%	\$4,499,220	\$4,398,342	2.3%	2.0%	\$29,059,522	\$29,300,830	-0.8%
	Total Revenue	1.8%	\$160,062	\$155,911	2.7%	0.1%	\$1,037,554	\$1,037,493	0.0%
Francis	Net Taxable Sales	0.5%	\$972,335	\$804,491	20.9%	0.4%	\$5,954,732	\$5,454,571	9.2%
	Total Revenue	0.4%	\$34,241	\$28,293	21.0%	0.0%	\$275,300	\$202,625	35.9%
All Others	Net Taxable Sales	3.1%	\$6,528,889	\$8,709,924	-25.0%	4.0%	\$58,238,939	\$54,682,253	6.5%
	Total Revenue	3.5%	\$303,765	\$363,396	-16.4%	0.2%	\$2,537,291	\$2,363,147	7.4%
Out of Town	Net Taxable Sales	25.1%	\$53,035,761	\$53,618,705	-1.1%	26.3%	\$382,842,431	\$376,746,311	1.6%
	Total Revenue	21.4%	\$1,857,841	\$1,954,375	-4.9%	0.9%	\$13,579,714	\$13,440,216	1.0%
Miscellaneous	Net Taxable Sales	0.0%	\$15,864	\$125,837	-87.4%	0.2%	\$2,462,156	\$1,300,297	89.4%
	Total Revenue	0.0%	\$554	\$4,397	-87.4%	0.0%	\$91,584	\$45,642	100.7%
City, Boulder Co/ Weld Co	Net Taxable Sales	3.7%	\$7,852,076	\$6,677,252	17.6%	3.0%	\$43,061,362	\$42,070,843	2.4%
	Total Revenue	15.4%	\$1,341,279	\$1,197,247	12.0%	0.6%	\$8,837,676	\$8,049,005	9.8%
SW Business	Net Taxable Sales	1.3%	\$2,773,127	\$3,246,029	-14.6%	1.1%	\$15,459,194	\$19,865,618	-22.2%
	Total Revenue	2.2%	\$191,555	\$185,191	3.4%	0.1%	\$941,821	\$1,588,136	-40.7%
Airport Road	Net Taxable Sales	0.2%	\$405,809	\$560,523	-27.6%	0.2%	\$2,632,795	\$4,049,521	-35.0%
	Total Revenue	0.3%	\$23,281	\$37,623	-38.1%	0.0%	-\$57,549	\$296,670	-119.4%
Pace	Net Taxable Sales	5.7%	\$12,023,131	\$12,149,531	-1.0%	5.6%	\$82,178,418	\$80,351,996	2.3%
	Total Revenue	5.0%	\$438,854	\$446,791	-1.8%	0.2%	\$2,903,105	\$3,028,024	-4.1%
Harvest Junct & E. Harvest Junc	Net Taxable Sales	11.0%	\$23,179,548	\$22,520,127	2.9%	11.3%	\$164,808,251	\$120,167,339	37.1%
	Total Revenue	9.4%	\$819,440	\$808,523	1.4%	0.4%	\$5,899,227	\$4,308,460	36.9%
Airport	Net Taxable Sales	0.0%	\$20,562	\$52,441	-60.8%	0.0%	\$162,147	\$293,216	-44.7%
	Total Revenue	0.0%	\$1,961	\$3,638	-46.1%	0.0%	\$11,413	\$16,822	-32.2%
Grand Total	Net Taxable Sales	100%	\$211,088,517	\$214,026,298	-1.4%		\$1,454,833,383	\$1,391,637,002	4.5%
Grand Total	Total Revenue	100%	\$8,699,883	\$8,788,609	-1.0%		\$59,936,130	\$57,749,913	3.8%

SUMMARY OF SALES & USE TAX ACTIVITY BY GEOGRAPHICAL LOCATION

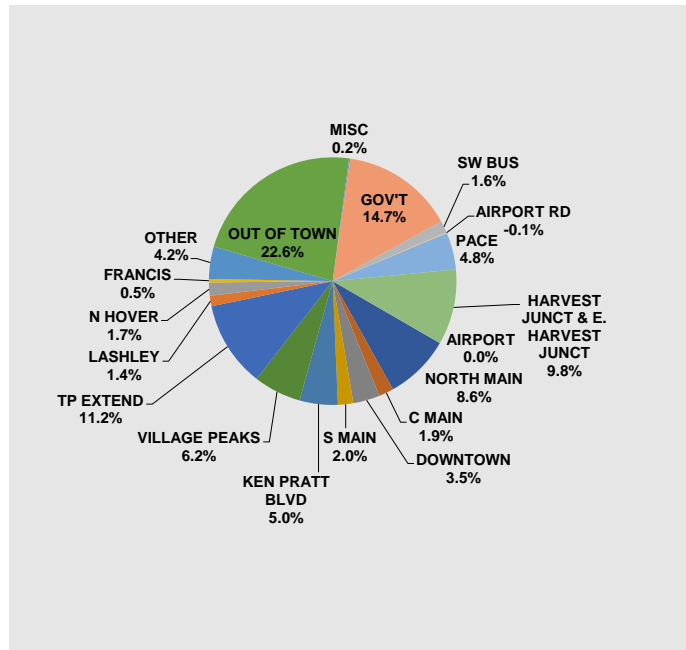
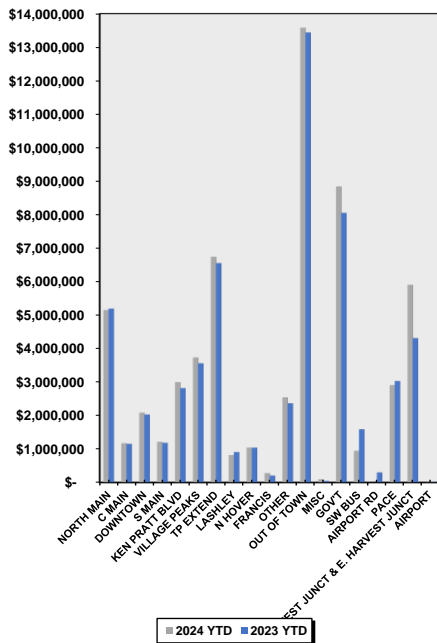
For The Month of

July 2024



SUMMARY OF SALES & USE TAX ACTIVITY BY GEOGRAPHICAL LOCATION

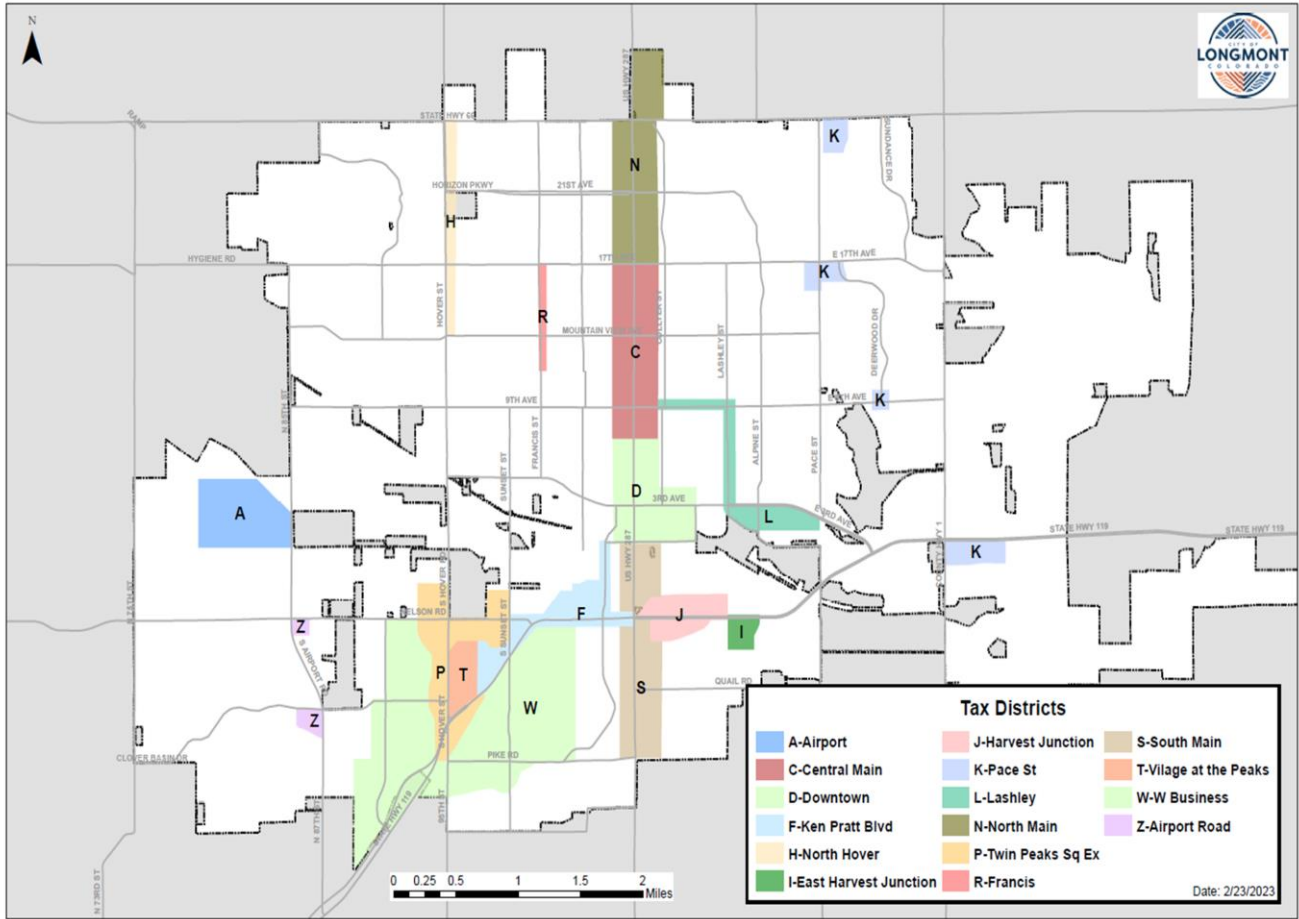
YEAR TO DATE (YTD)



## Approximate Geographical Area of Designation

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Abbreviation	Designation	Description
N	<b>North Main</b>	Business between Terry and Emery from Hwy 66 to 17th Ave, including the Walmart Development.
C	<b>Central Main</b>	Business between Terry and Emery from 17th Ave to Longs Peak Ave.
D	<b>Downtown</b>	Business between Terry and Emery from Longs Peak Ave. to half block South of 1st Ave. and between Emery and Martin from 4th Ave. to one block South of 1st Ave.
S	<b>South Main</b>	Business between Terry and Emery from South of 1st Ave. to Pike Road except business with a Ken Pratt Blvd. address.
F	<b>Ken Pratt Blvd.</b>	Business on Ken Pratt Blvd. from Main Street to Sunset plus Business triangulated by Nelson Rd. to Sunset and Burlington Northern Right of Way, and business on Pratt Parkway from 1st to Ken Pratt Boulevard.
T	<b>Village At The Peaks</b>	Business on the Village At The Peaks Urban Renewal Authority.
P	<b>Twin Peaks Square Extended</b>	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 Urban Renewal Authority.
L	<b>Lashley</b>	Business on Lashley from 9th Ave to Rogers Road, plus all of Weaver Business Park and business on 9th Ave. from Emery to Lashley.
H	<b>North Hover</b>	Business on Hover St between HWY 66 and Mountain View Ave.
R	<b>Francis</b>	Business on Francis St. between 11th Ave. and 17th Ave.
E	<b>All Others</b>	All other licensed business within the City limits of Longmont.
O	<b>Out of Town</b>	All out of town Business licensed to collect Longmont taxes.
A	<b>Airport</b>	Business located at the Vance Brand Municipal Airport.
X	<b>Miscellaneous</b>	Non-licensed and Temporary Business.
V	<b>City, Boulder CO, Weld CO</b>	City Utilities and Building Permits, as well as Boulder County Motor Vehicle.
W	<b>SW Business</b>	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.
Z	<b>Airport Rd</b>	Business generally located on Airport Rd. North of Pike Road, South of Nelson Road.
K	<b>Pace Street</b>	Business generally located on and east of Pace Street and South of Highway 66.
J	<b>Harvest Junction</b>	Business Generally located on Ken Pratt Boulevard East of Main Street and West of Lefthand Creek.
I	<b>East Harvest Junction</b>	Businesses generally located by Costco East of Harvest Junction and Ken Pratt Boulevard.





**LODGER TAX**

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**July  
2024**

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<b>Month</b>	<b>2024 Monthly</b>	<b>% Change</b>	<b>2023 Monthly</b>	<b>2024 YTD</b>	<b>% Change</b>
January	\$26,740	7.1%	\$24,966	\$26,740	7.1%
February	\$25,962	-28.7%	\$36,434	\$52,703	-14.2%
March	\$32,947	-17.2%	\$39,802	\$85,649	-15.4%
April	\$41,511	-4.4%	\$43,441	\$127,160	-12.1%
May	\$50,417	-4.1%	\$52,598	\$177,577	-10.0%
June	\$61,982	-20.6%	\$78,088	\$239,559	-13.0%
July	\$69,911	8.6%	\$64,385	\$309,470	-8.9%
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%
<b>Total</b>	<b>\$309,470</b>		<b>\$339,714</b>		

**SPECIAL MARIJUANA TAX**

**July**

**2024**

<b>Month</b>	<b>2024 Month</b>	<b>% Change</b>	<b>2023 Month</b>	<b>2024 YTD</b>	<b>% Change</b>
January	\$47,212	1.5%	\$46,513	\$47,212	1.5%
February	\$61,836	42.5%	\$43,392	\$109,048	21.3%
March	\$49,886	-1.6%	\$50,707	\$158,933	13.0%
April	\$44,853	-3.0%	\$46,244	\$203,787	9.1%
May	\$28,241	-38.8%	\$46,156	\$232,028	-0.4%
June	\$26,393	-19.5%	\$32,779	\$258,422	-2.8%
July	\$45,675	-30.8%	\$66,035	\$304,096	-8.4%
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%
<b>Total</b>	<b>\$304,096</b>		<b>\$331,827</b>		