

**CITY OF LOVELAND**  
**SALES TAX COLLECTED: CASH BASIS**  
**APRIL 2011**

**YEAR-TO-DATE COMPARISON**

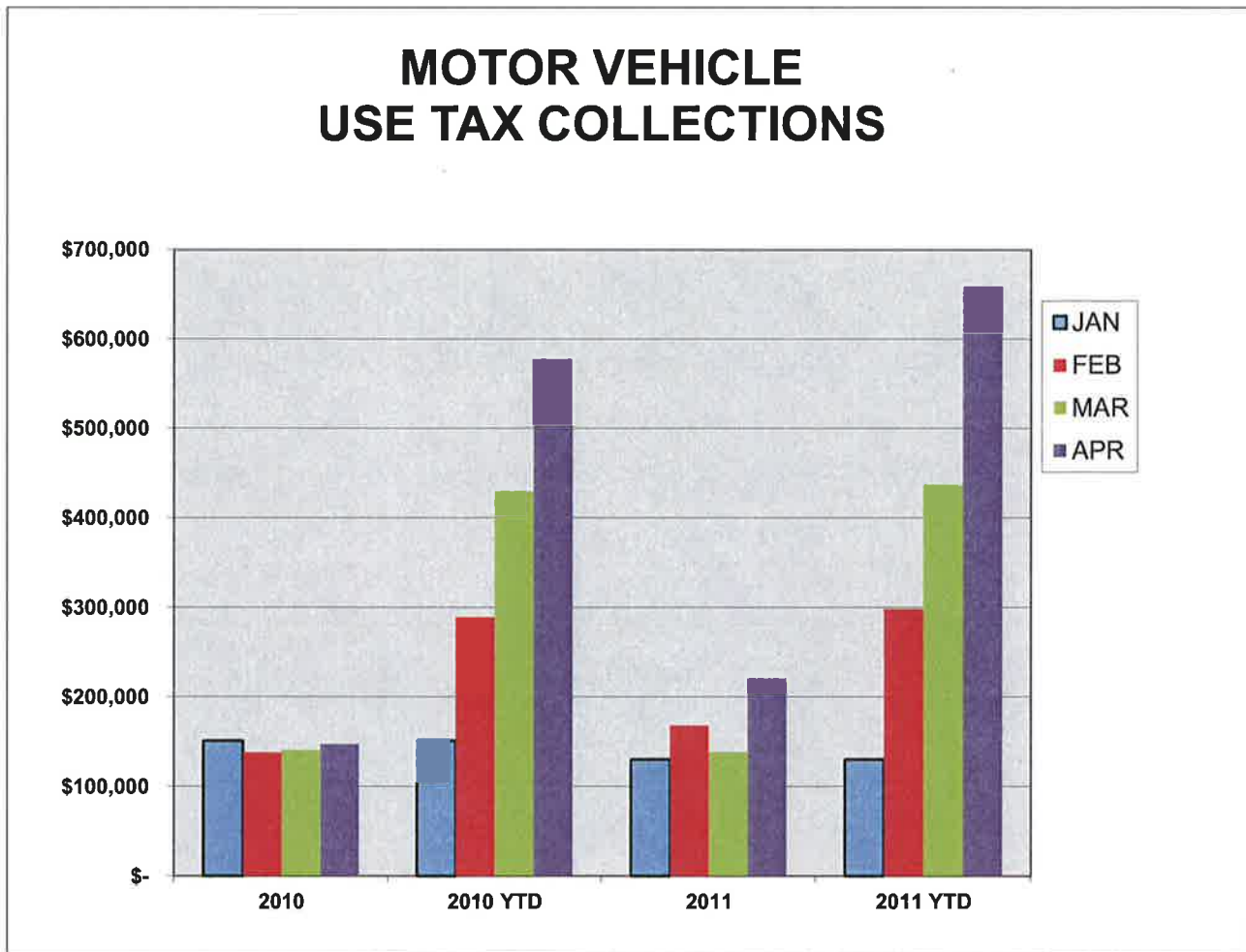
<b><u>Geographical Area</u></b>	<b><u>2011</u></b>	<b><u>2010</u></b>	<b><u>% Inc/Dec</u></b>
North West Loveland	\$1,234,379	\$1,199,488	2.91%
South West Loveland	\$337,093	\$307,016	9.80%
North East Loveland	\$654,951	\$612,539	6.92%
South East Loveland	\$2,504,244	\$2,447,786	2.31%
Orchards Shopping Center	\$718,413	\$675,054	6.42%
Columbine Shopping Center	\$190,028	\$181,167	4.89%
Downtown	\$345,896	\$336,119	2.91%
Centerra	\$1,021,320	\$923,233	10.62%
Promenade Shops	\$878,800	\$810,301	8.45%
Outlet Mall	\$417,302	\$358,592	16.37%
Thompson Valley Shopping Center	\$557,847	\$514,724	8.38%
The Ranch	\$225,999	\$183,861	22.92%
Airport	\$104,179	\$80,633	29.20%
All Other Areas	\$1,674,440	\$1,590,654	5.27%
	<b><u>\$10,864,891</u></b>	<b><u>\$10,221,169</u></b>	<b><u>6.30%</u></b>

**CITY OF LOVELAND**  
**SALES TAX COLLECTED: CASH BASIS**  
**Month of APRIL 2011**

<b><u>Geographical Area</u></b>	<b><u>2011</u></b>	<b><u>% of Total</u></b>
North West Loveland	\$303,755	11.24%
South West Loveland	\$93,361	3.46%
North East Loveland	\$170,693	6.32%
South East Loveland	\$627,753	23.23%
Orchards Shopping Center	\$165,477	6.12%
Columbine Shopping Center	\$48,113	1.78%
Downtown	\$92,472	3.42%
Centerra	\$246,032	9.11%
Promenade Shops	\$198,133	7.33%
Outlet Mall	\$113,246	4.19%
Thompson Valley Shopping Center	\$114,860	4.25%
The Ranch	\$61,582	2.28%
Airport	\$34,277	1.27%
All Other Areas	\$432,271	16.00%
<b>Total of APRIL 2011</b>	<b><u>\$2,702,024</u></b>	<b>100.00%</b>

**City of Loveland**  
**Motor Vehicle Use Tax Comparison (CASH BASIS)**  
**2010-2011 Comparison**

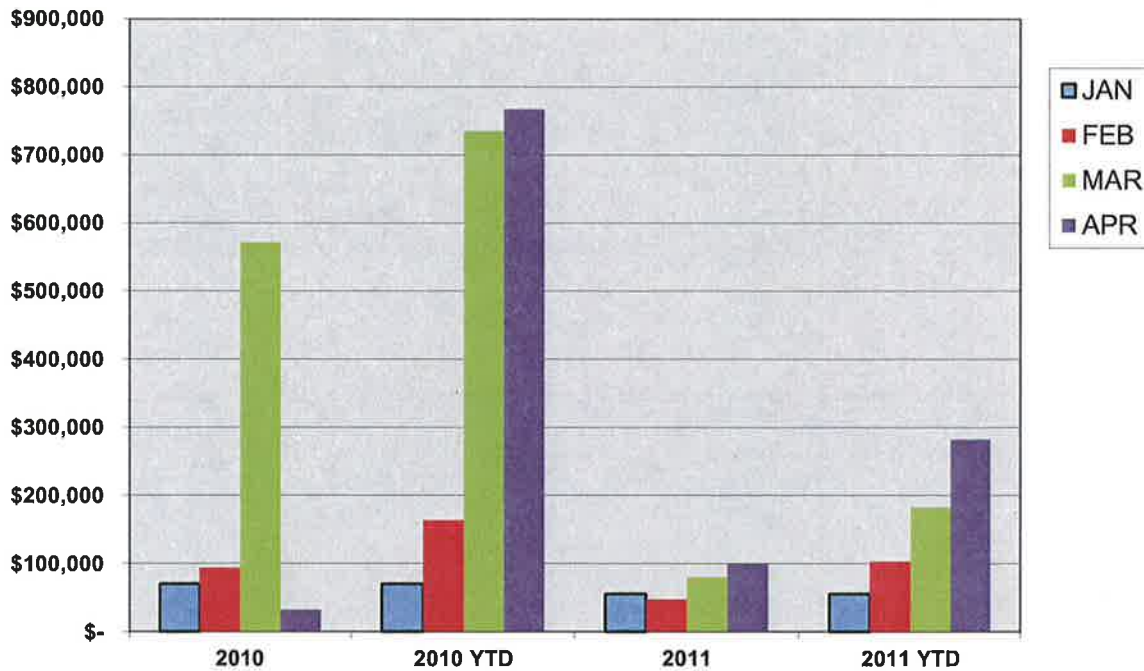
	<u>2010</u>	<u>2010 YTD</u>	<u>2011</u>	<u>2011 YTD</u>	Year to Date Inc/Dec over <u>2010</u>	Curr Month Inc/Dec over <u>2010</u>
<b>JAN</b>	\$ 151,034	\$ 151,034	\$ 130,337	\$ 130,337	-13.70%	-13.70%
<b>FEB</b>	\$ 137,951	\$ 288,985	\$ 168,077	\$ 298,414	3.26%	21.84%
<b>MAR</b>	\$ 140,768	\$ 429,754	\$ 138,335	\$ 436,749	1.63%	-1.73%
<b>APR</b>	\$ 147,378	\$ 577,132	\$ 221,177	\$ 657,926	14.00%	50.07%



**City of Loveland  
 Building Material Use Tax Comparison (CASH BASIS)  
 2010-2011 Comparison**

	<u>2010</u>	<u>2010 YTD</u>	<u>2011</u>	<u>2011 YTD</u>	<u>Year to Date Inc/Dec over 2010</u>	<u>Curr Month Inc/Dec over 2010</u>
<b>JAN</b>	\$ 70,117	\$ 70,117	\$ 55,542	\$ 55,542	-20.79%	-20.79%
<b>FEB</b>	\$ 93,928	\$ 164,045	\$ 47,621	\$ 103,163	-37.11%	-49.30%
<b>MAR</b>	\$ 571,599	\$ 735,644	\$ 79,590	\$ 182,753	-75.16%	-86.08%
<b>APR</b>	\$ 32,260	\$ 767,903	\$ 99,569	\$ 282,322	-63.23%	208.64%

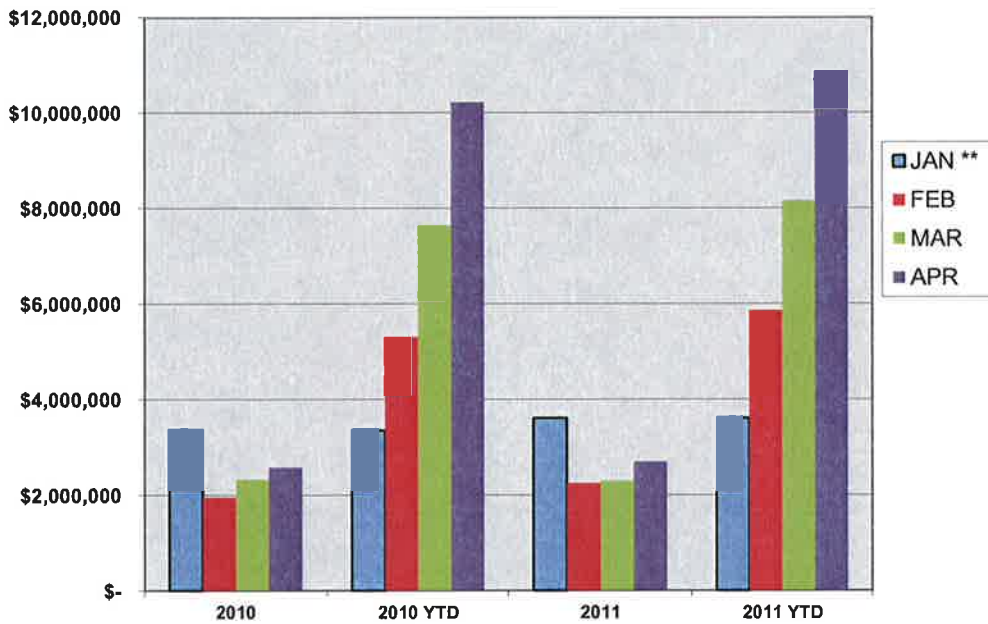
## BUILDING MATERIAL USE TAX COLLECTIONS



**City of Loveland  
Retail Sales Tax (CASH BASIS)  
2010-2011 Comparison**

	<u>2010</u>	<u>2010 YTD</u>	<u>2011</u>	<u>2011 YTD</u>	<u>Year to Date Inc/Dec over 2010</u>	<u>Curr Month Inc/Dec over 2010</u>
<b>JAN **</b>	\$ 3,352,821	\$ 3,352,821	\$ 3,613,881	\$ 3,613,881	7.79%	7.79%
<b>FEB</b>	\$ 1,959,729	\$ 5,312,550	\$ 2,249,749	\$ 5,863,630	10.37%	14.80%
<b>MAR</b>	\$ 2,328,701	\$ 7,641,251	\$ 2,299,237	\$ 8,162,867	6.83%	-1.27%
<b>APR</b>	\$ 2,579,918	\$ 10,221,169	\$ 2,702,024	\$ 10,864,891	6.30%	4.73%

**RETAIL SALES TAX COLLECTIONS**

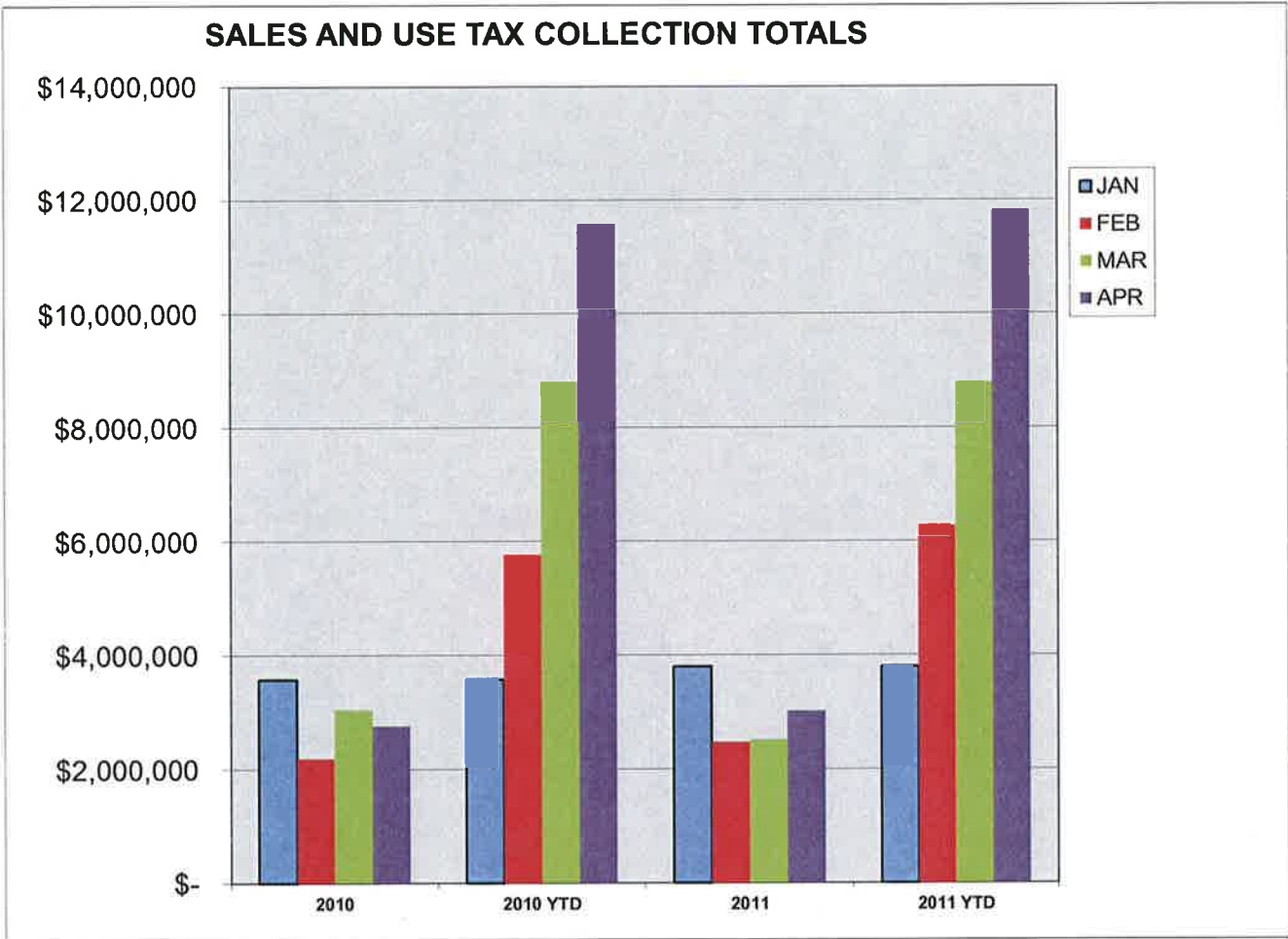


\* Indicates Quarterly Returns also included

\*\* Indicates Quarterly and Yearly Returns also included

**City of Loveland**  
**Sales & Use Tax Total Comparison (CASH BASIS)**  
**2010-2011 Comparison**

	<u>2010</u>	<u>2010 YTD</u>	<u>2011</u>	<u>2011 YTD</u>	<u>Year to Date Inc/Dec over 2010</u>	<u>Curr Month Inc/Dec over 2010</u>
<b>JAN</b>	\$ 3,573,972	\$ 3,573,972	\$ 3,799,760	\$ 3,799,760	6.32%	6.32%
<b>FEB</b>	\$ 2,191,609	\$ 5,765,581	\$ 2,474,294	\$ 6,274,054	8.82%	12.90%
<b>MAR</b>	\$ 3,041,068	\$ 8,806,649	\$ 2,517,162	\$ 8,791,216	-0.18%	-17.23%
<b>APR</b>	\$ 2,759,556	\$ 11,566,205	\$ 3,022,770	\$ 11,813,986	2.14%	9.54%



**City of Loveland**  
**Summary of Sales Tax Collections by Industry Code**  
**Four Months Ended April 30, 2011**

Description	April-11	April-10	\$ Change	% Change	2011 YTD	2009 YTD	\$ Change	% Change	% of Total	Cumulative %
Department Stores & General Merchandise	590,166	590,856	(690)	-0.1%	\$ 2,504,522	\$ 2,501,344	\$ 3,178	0.1%	23.1%	23.1%
Restaurants & Bars	316,350	297,460	18,889	6.4%	1,208,173	1,110,029	98,143	8.8%	11.1%	34.2%
Grocery Stores & Specialty Foods	243,839	243,842	(3)	0.0%	1,156,762	1,100,827	55,935	5.1%	10.6%	44.8%
Clothing & Clothing Accessories Stores	208,878	173,311	35,567	20.5%	784,055	667,804	116,251	17.4%	7.2%	52.0%
Utilities	167,359	172,479	(5,120)	-3.0%	712,021	733,301	(21,280)	-2.9%	6.6%	58.6%
Motor Vehicle Dealers, Auto Parts & Leasing	188,262	179,618	8,644	4.8%	623,245	576,473	46,772	8.1%	5.7%	64.3%
Building Material & Lawn & Garden Supplies	167,803	148,472	19,330	13.0%	571,733	517,886	53,847	10.4%	5.3%	69.6%
Sporting Goods, Hobby, Book & Music Stores	128,431	115,382	13,050	11.3%	552,972	492,998	59,974	12.2%	5.1%	74.7%
Broadcasting & Telecommunications	112,469	113,033	(563)	-0.5%	459,274	446,410	12,864	2.9%	4.2%	78.9%
Used Merchandise Stores	86,891	76,225	10,666	14.0%	302,647	278,954	23,692	8.5%	2.8%	81.7%
Electronics & Appliance Stores	54,782	55,080	(298)	-0.5%	284,262	272,266	11,996	4.4%	2.6%	84.3%
Beer, Wine & Liquor Stores	53,256	50,461	2,795	5.5%	225,315	212,019	13,296	6.3%	2.1%	86.4%
Hotels, Motels & Other Accommodations	53,145	38,812	14,333	36.9%	198,427	156,255	42,173	27.0%	1.8%	88.2%
Health & Personal Care Stores	47,247	44,731	2,515	5.6%	194,285	180,333	13,952	7.7%	1.8%	90.0%
Electronic Shopping & Mail-Order Houses	45,022	47,577	(2,555)	-5.4%	174,211	108,331	65,880	60.8%	1.6%	91.6%
Consumer Goods & Commercial Equipment Rental	42,542	44,940	(2,399)	-5.3%	171,023	175,592	(4,570)	-2.6%	1.6%	93.2%
Furniture & Home Furnishing Stores	36,669	35,869	800	2.2%	138,355	131,974	6,380	4.8%	1.3%	94.4%
Office Supplies, Stationery & Gift Stores	30,991	29,108	1,883	6.5%	133,233	128,927	4,306	3.3%	1.2%	95.7%
Gasoline Stations with Convenience Stores	20,542	18,439	2,104	11.4%	72,350	67,084	5,266	7.8%	0.7%	96.3%
All Other Categories	107,381	104,224	3,157	3.0%	398,025	362,360	35,665	9.8%	3.7%	100.0%
	\$ 2,702,024	\$ 2,579,918	\$ 122,106	4.73%	\$10,864,891	\$10,221,169	\$ 643,722	6.30%	100.0%	