

**CITY OF LOVELAND**  
**SALES TAX COLLECTED: CASH BASIS**  
**JANUARY 2012**

**YEAR-TO-DATE COMPARISON**

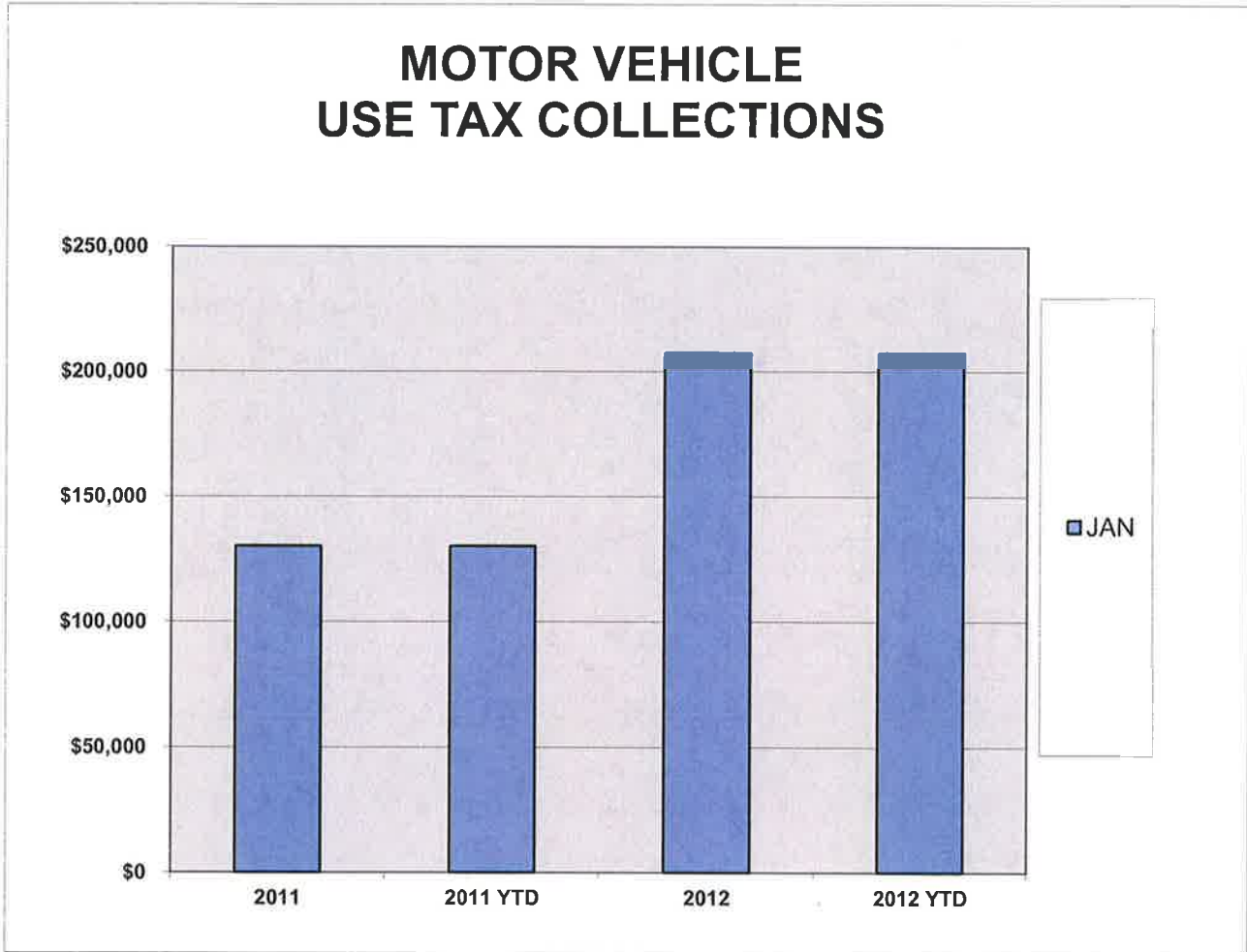
<u>Geographical Area</u>	<u>2012</u>	<u>2011</u>	<u>% Inc/Dec</u>
North West Loveland	\$ 403,493	\$ 394,538	2.3%
South West Loveland	\$ 90,998	\$ 99,879	-8.9%
North East Loveland	\$ 214,670	\$ 191,978	11.8%
South East Loveland	\$ 819,596	\$ 768,758	6.6%
Orchards Shopping Center	\$ 263,956	\$ 250,039	5.6%
Columbine Shopping Center	\$ 57,831	\$ 50,719	14.0%
Downtown	\$ 99,473	\$ 110,490	-10.0%
Centerra	\$ 394,491	\$ 371,007	6.3%
Promenade Shops	\$ 345,153	\$ 371,535	-7.1%
Outlet Mall	\$ 167,326	\$ 148,377	12.8%
Thompson Valley Shopping Center	\$ 235,145	\$ 219,059	7.3%
The Ranch	\$ 51,626	\$ 55,440	-6.9%
Airport	\$ 22,519	\$ 26,677	-15.6%
All Other Areas	\$ 567,031	\$ 555,385	2.1%
<b>Total</b>	<b>\$ 3,733,309</b>	<b>\$ 3,613,881</b>	<b>3.3%</b>

**CITY OF LOVELAND**  
**SALES TAX COLLECTED: CASH BASIS**  
**Month of JANUARY 2012**

<u>Geographical Area</u>	<u>2012</u>	<u>% of Total</u>
North West Loveland	\$403,493	10.81%
South West Loveland	\$90,998	2.44%
North East Loveland	\$214,670	5.75%
South East Loveland	\$819,596	21.95%
Orchards Shopping Center	\$263,956	7.07%
Columbine Shopping Center	\$57,831	1.55%
Downtown	\$99,473	2.66%
Centerra	\$394,491	10.57%
Promenade Shops	\$345,153	9.25%
Outlet Mall	\$167,326	4.48%
Thompson Valley Shopping Center	\$235,145	6.30%
The Ranch	\$51,626	1.38%
Airport	\$22,519	0.60%
All Other Areas	\$567,031	15.19%
<b>Total of JANUARY 2012</b>	<b>\$3,733,309</b>	<b>100.00%</b>

City of Loveland  
 Motor Vehicle Use Tax Comparison (CASH BASIS)  
 2011-2012 Comparison

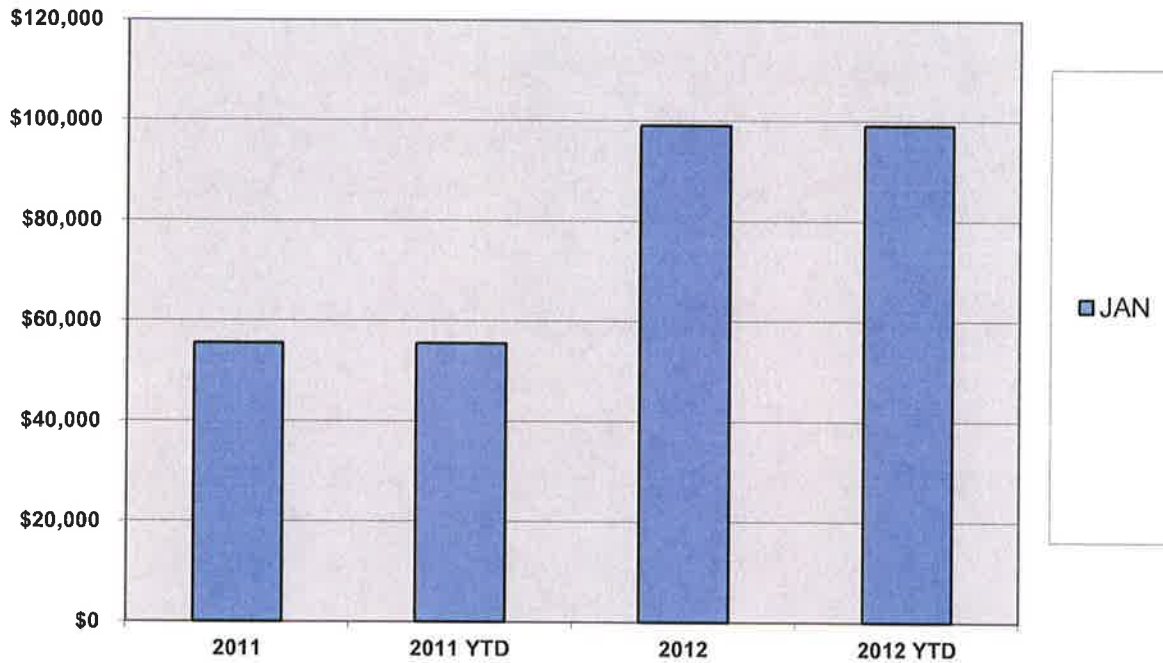
	<u>2011</u>	<u>2011 YTD</u>	<u>2012</u>	<u>2012 YTD</u>	Year to Date Inc/Dec over <u>2011</u>	Curr Month Inc/Dec over <u>2011</u>
<b>JAN</b>	\$130,337	\$130,337	\$ 207,261	\$ 207,261	59.02%	59.02%



**City of Loveland**  
**Building Material Use Tax Comparison (CASH BASIS)**  
**2011-2012 Comparison**

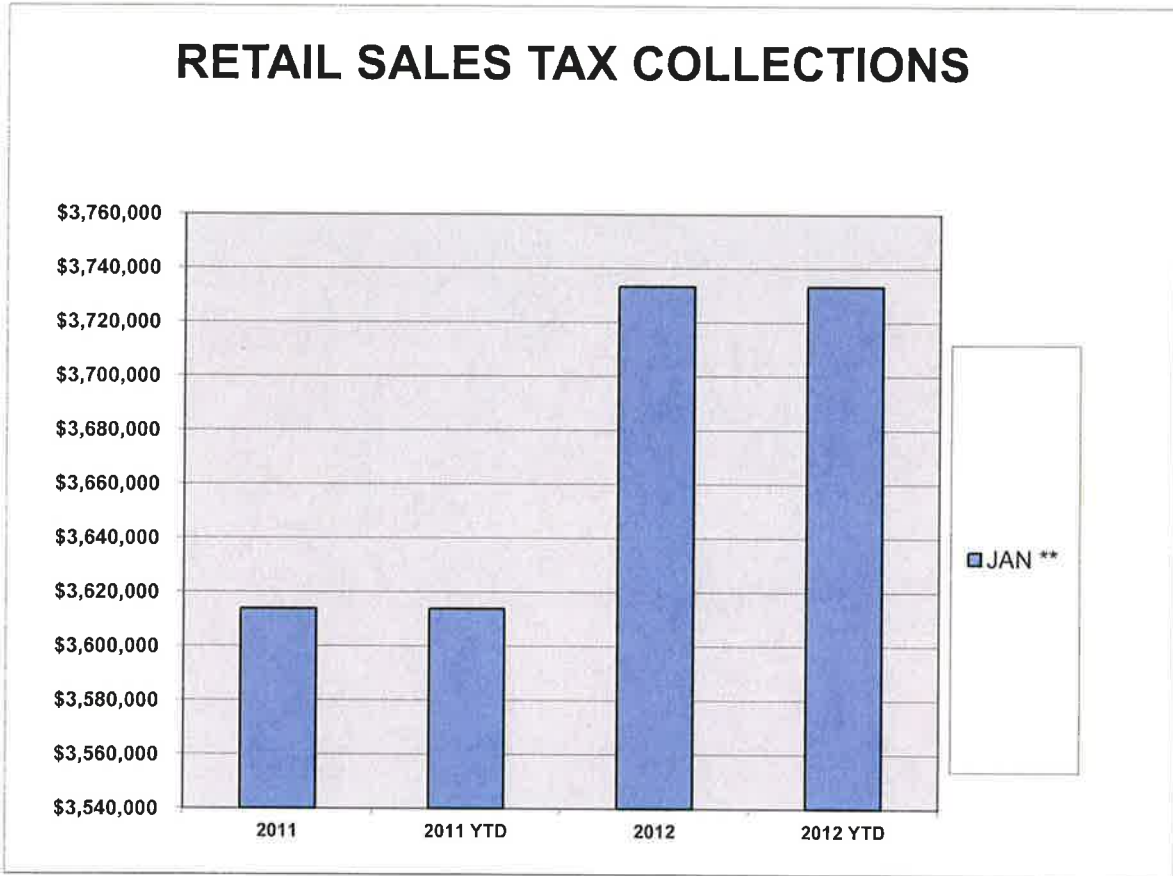
	<u>2011</u>	<u>2011 YTD</u>	<u>2012</u>	<u>2012 YTD</u>	Year to Date Inc/Dec over <u>2011</u>	Curr Month Inc/Dec over <u>2011</u>
<b>JAN</b>	\$55,542	\$55,542	\$ 99,108	\$ 99,108	78.44%	78.44%

**BUILDING MATERIAL  
USE TAX COLLECTIONS**



City of Loveland  
 Retail Sales Tax (CASH BASIS)  
 2011-2012 Comparison

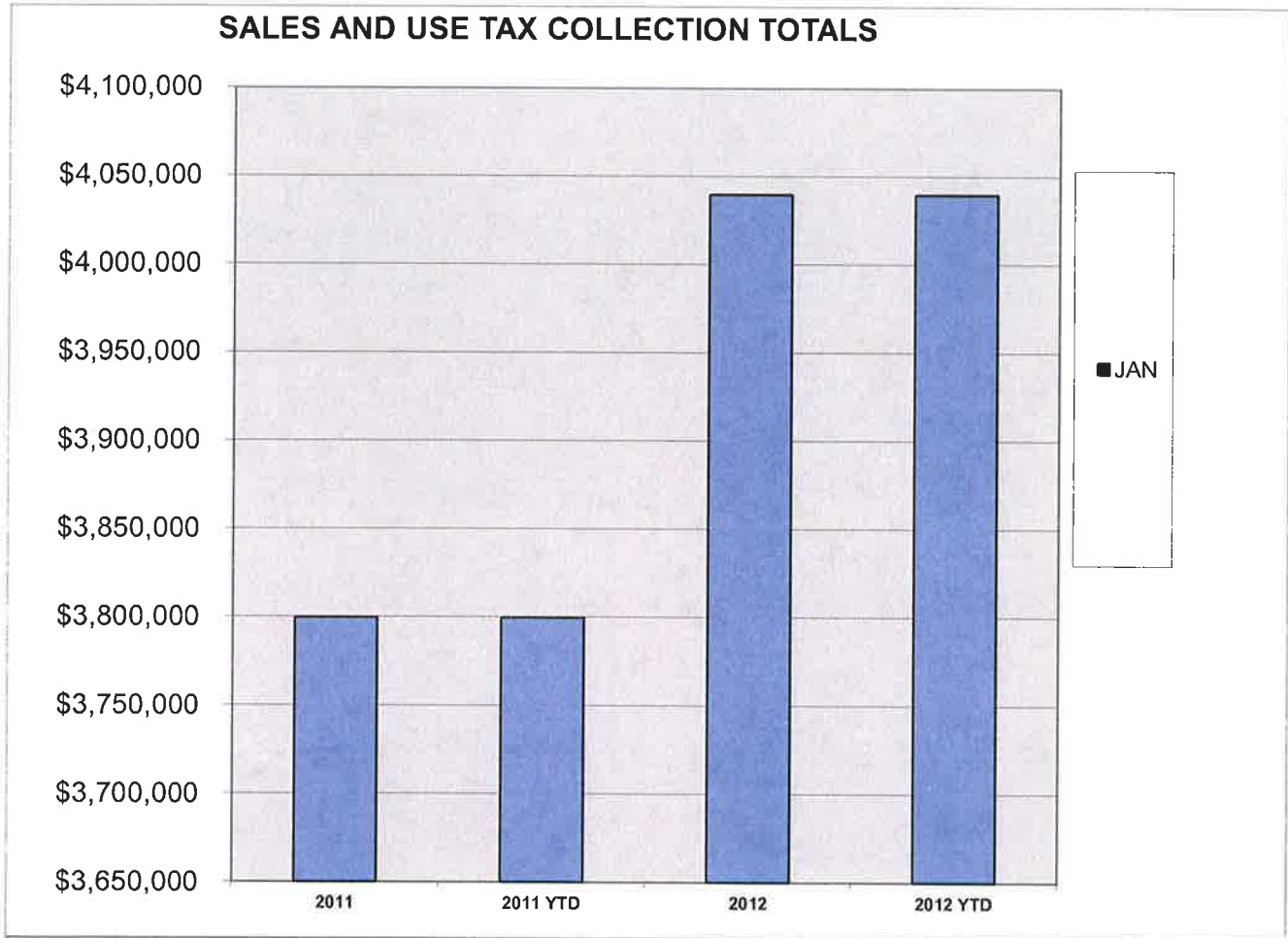
	<u>2011</u>	<u>2011 YTD</u>	<u>2012</u>	<u>2012 YTD</u>	Year to Date Inc/Dec over <u>2011</u>	Curr Month Inc/Dec over <u>2011</u>
<b>JAN **</b>	\$3,613,881	\$3,613,881	\$ 3,733,309	\$ 3,733,309	3.30%	3.30%



\* Indicates Quarterly Returns also included  
 \*\* Indicates Quarterly and Yearly Returns also included

**City of Loveland**  
**Sales & Use Tax Total Comparison (CASH BASIS)**  
**2011-2012 Comparison**

	<u>2011</u>	<u>2011 YTD</u>	<u>2012</u>	<u>2012 YTD</u>	<u>Year to Date Inc/Dec over 2011</u>	<u>Curr Month Inc/Dec over 2011</u>
<b>JAN</b>	\$3,799,760	\$3,799,760	\$ 4,039,678	\$ 4,039,678	6.31%	6.31%



City of Loveland										
Summary of Sales Tax Collections by Industry Code										
One month Ended January 31, 2012										
Description	January 2012	January 2011	\$ Change	% Change	2012 YTD	2011 YTD	\$ Change	% Change	% of Total	Cumulative %
Department Stores & General Merchandise	905,190	867,741	37,449	4.3%	905,190	867,741	\$ 37,449	4.3%	24.2%	24.2%
Grocery Stores & Specialty Foods	455,958	437,404	18,553	4.2%	455,958	437,404	18,553	4.2%	12.2%	36.5%
Restaurants & Bars	350,955	322,492	28,462	8.8%	350,955	322,492	28,462	8.8%	9.4%	45.9%
Clothing & Clothing Accessories Stores	316,851	292,732	24,119	8.2%	316,851	292,732	24,119	8.2%	8.5%	54.3%
Sporting Goods, Hobby, Book & Music Stores	234,005	219,692	14,314	6.5%	234,005	219,692	14,314	6.5%	6.3%	60.6%
Utilities	179,651	164,858	14,793	9.0%	179,651	164,858	14,793	9.0%	4.8%	65.4%
Motor Vehicle Dealers, Auto Parts & Leasing	178,430	169,799	8,631	5.1%	178,430	169,799	8,631	5.1%	4.8%	70.2%
Building Material & Lawn & Garden Supplies	157,972	163,016	(5,045)	-3.1%	157,972	163,016	(5,045)	-3.1%	4.2%	74.4%
Used Merchandise Stores	156,450	117,860	38,590	32.7%	156,450	117,860	38,590	32.7%	4.2%	78.6%
Broadcasting & Telecommunications	122,104	137,281	(15,177)	-11.1%	122,104	137,281	(15,177)	-11.1%	3.3%	81.9%
Electronics & Appliance Stores	98,004	133,041	(35,036)	-26.3%	98,004	133,041	(35,036)	-26.3%	2.6%	84.5%
Beer, Wine & Liquor Stores	79,044	76,859	2,185	2.8%	79,044	76,859	2,185	2.8%	2.1%	86.6%
Health & Personal Care Stores	71,643	70,423	1,220	1.7%	71,643	70,423	1,220	1.7%	1.9%	88.6%
Consumer Goods & Commercial Equipment Rental	61,480	60,991	490	0.8%	61,480	60,991	490	0.8%	1.6%	90.2%
Electronic Shopping & Mail-Order Houses	58,109	54,060	4,050	7.5%	58,109	54,060	4,050	7.5%	1.6%	91.8%
Furniture & Home Furnishing Stores	50,673	45,840	4,834	10.5%	50,673	45,840	4,834	10.5%	1.4%	93.1%
Hotels, Motels & Other Accommodations	48,865	46,369	2,495	5.4%	48,865	46,369	2,495	5.4%	1.3%	94.4%
Office Supplies, Stationery & Gift Stores	42,249	45,686	(3,437)	-7.5%	42,249	45,686	(3,437)	-7.5%	1.1%	95.6%
Gasoline Stations with Convenience Stores	19,475	19,158	318	1.7%	19,475	19,158	318	1.7%	0.5%	96.1%
All Other Categories	146,201	168,579	(22,378)	-13.3%	146,201	168,579	(22,378)	-13.3%	3.9%	100.0%
	\$ 3,733,309	\$ 3,613,881	\$ 119,428	3.30%	\$ 3,733,309	\$ 3,613,881	\$ 119,428	3.30%	100.0%	