

Citywide Sales Trends

Annual Sales Trends

The average annual growth rate (AAGR) for sales overall in Park City between fiscal years 2007 and 2017 was 6 percent. When adjusted for inflation (approximately 2.1 percent over the last decade) that figure turns into a 3.9 percent real increase of the AAGR.

Since FY 2009 Total Sales have recovered substantially, reaching close to \$1 billion in FY 2017

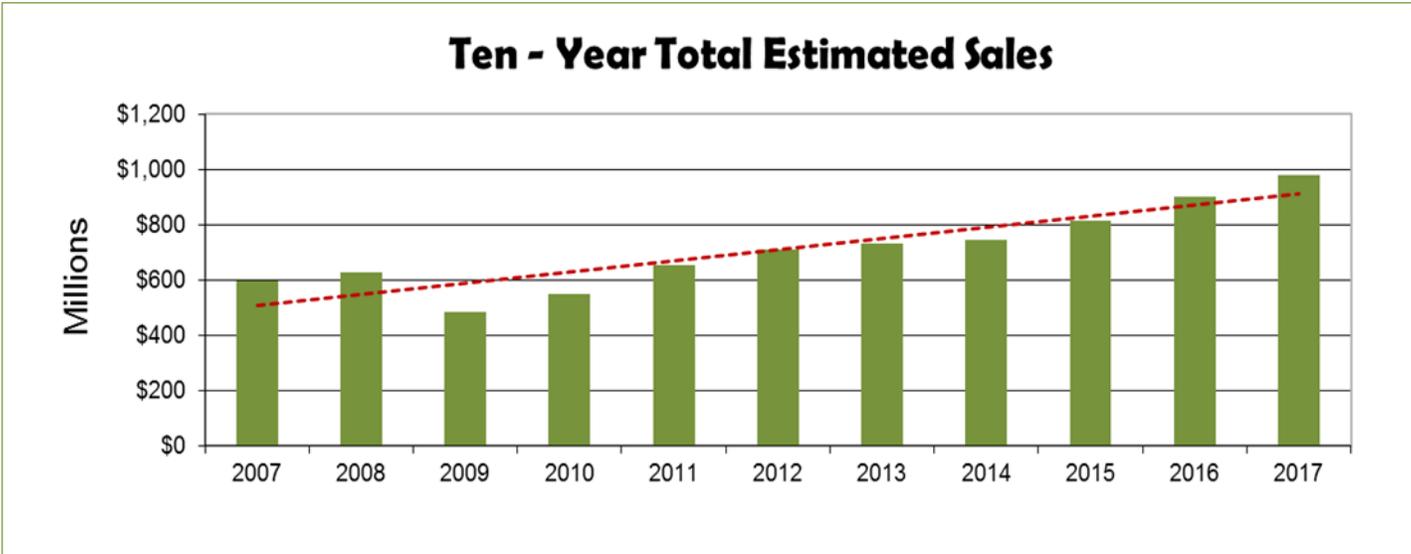


Figure 1 – Annual Park City Business Sales Revenues (Estimated) since 2007

FY 2017 exhibited an 9 percent increase in total sales from FY 2016. For FY 2017, Park City collected roughly \$9.8 million in local option sales tax revenue—equating to roughly \$980 million in estimated taxable sales—representing a 80.52 million increase from the revenue collected in FY 2016.



Quarterly Sales Trends

Traditionally, the 3rd fiscal quarter is the highest sales quarter of the year, (see Figure 2). Since the drop in 3rd quarter sales in FY 2009, 3rd quarter revenues have recovered substantially, breaching \$450 million.

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Taxable Sales Revenues by Quarter

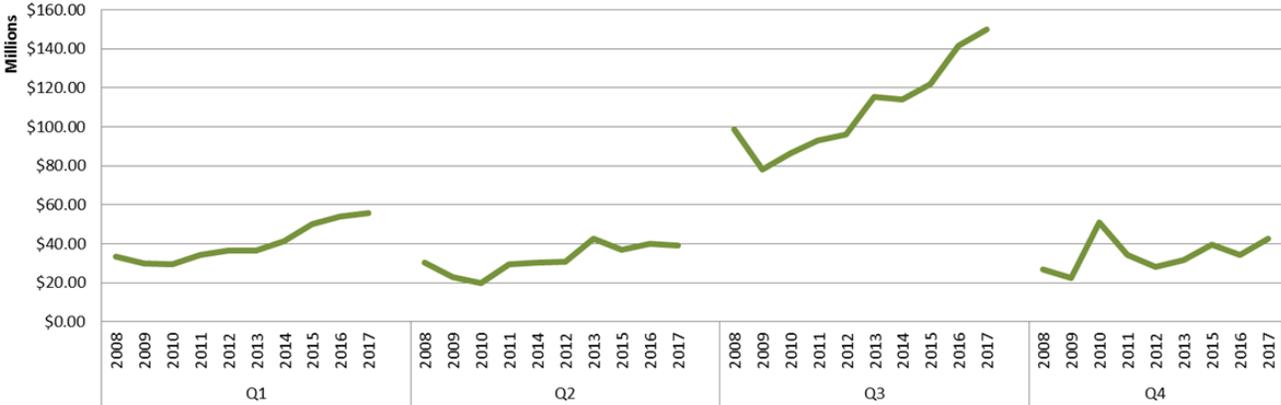


Figure 2 – Business Sales Revenue by Fiscal Quarter

Over the course of FY 2017 it can be seen that sales trends were very healthy with a strong 3rd fiscal quarter. Especially encouraging is the big increase in FY 2017 February, a 29 percent increase from FY 2016 February (see figure 3).

Monthly Sales Trends

FY 2017's February is 29% higher than FY 2016's February

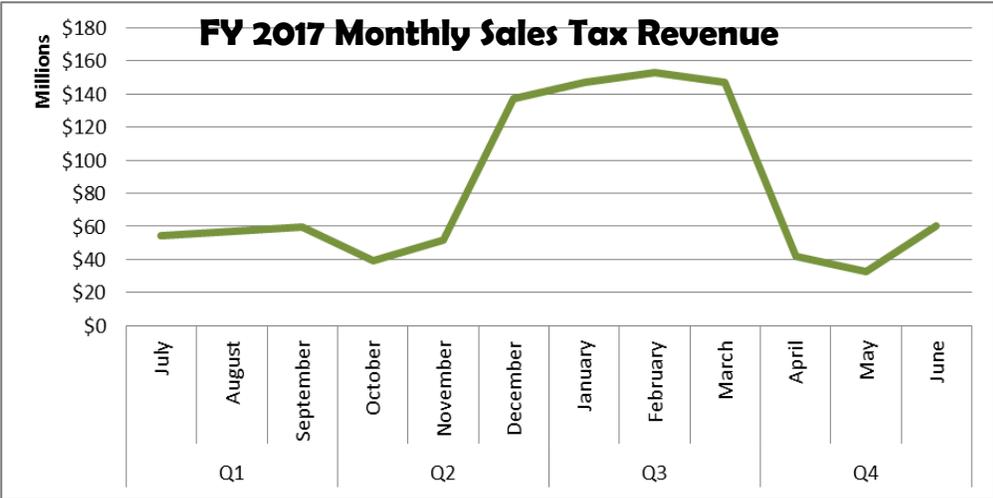


Figure 3 – FY 2017 Estimated Taxable Sales by Month