

# Main Street

## Estimated Taxable Sales

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Rank	Geo	FY 2017
1	Deer Valley	\$ 265,928,785
2	Main Street	\$ 164,692,415
3	Treasure Mountain	\$ 142,288,991
4	Entryway	\$ 128,954,235
5	Prospector	\$ 74,400,490
6	Rest of City	\$ 69,757,787
8	Thaynes	\$ 13,267,040
7	Park Meadows	\$ 16,950,668

The Main Street Sector is only behind the Deer Valley Sector in terms of sales revenue generated. Besides Deer Valley, Main Street generates a good deal more revenue than any other sector. (See Table 1)

Table 1

*For FY 2017 the Main Street Sector increased sales in every sector besides other. (see Figure 1).*

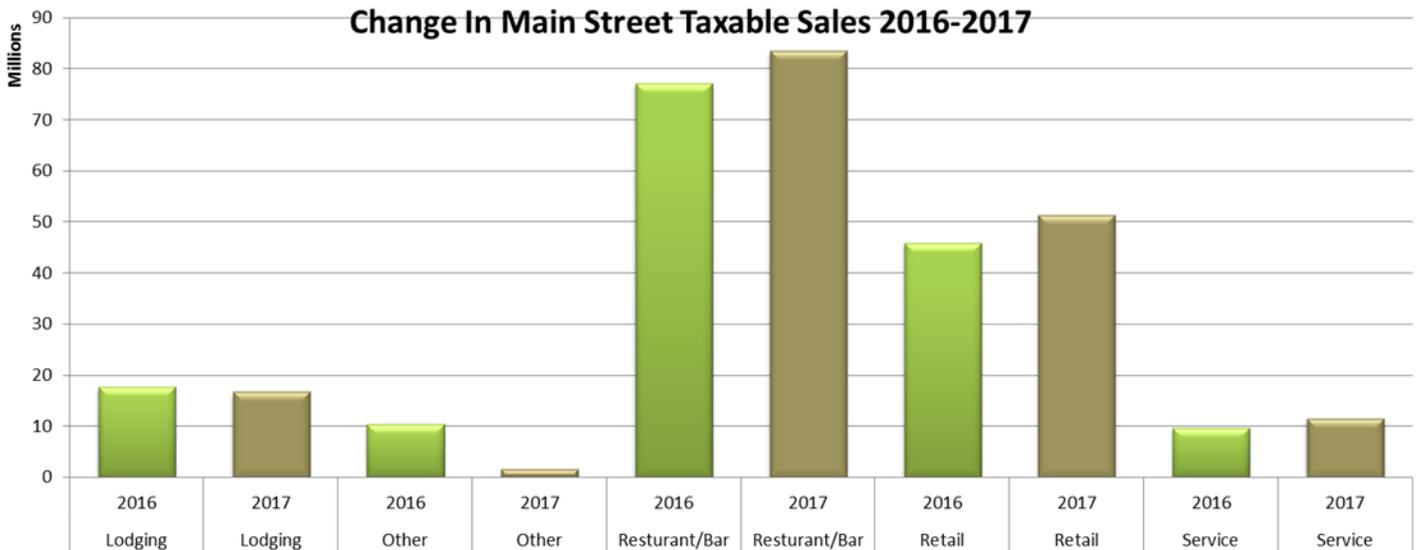
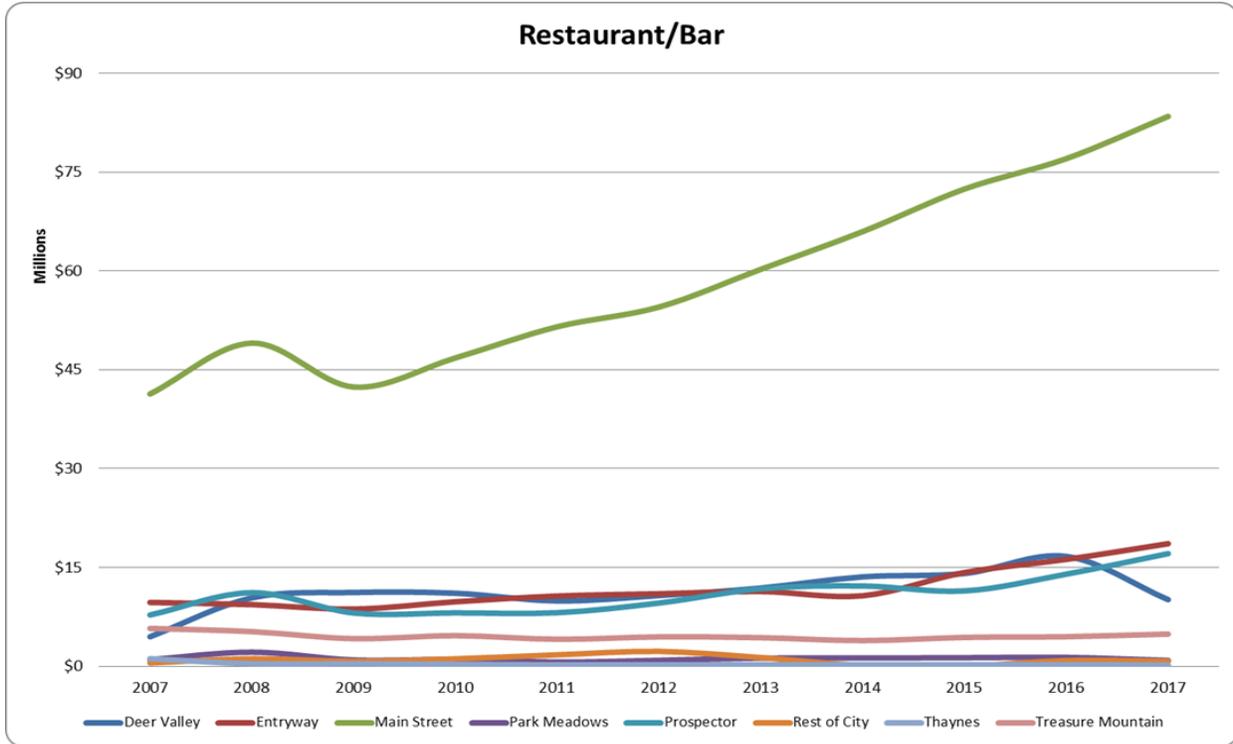


Figure 1 – FY 2017 compared to FY 2016 by Industry Sector

**Stand Out Fact**

*Main Street demonstrates strong Restaurant/Bar sales, (see Figure 2) more than doubling any other Geo.*



**Figure 2 – Restaurant/Bar Industry Estimated Taxable Sales by Geo**

**Growth**

**M**ain Street has seen good growth over the past decade. The average growth since FY 2007 currently stands at 5.09 percent, this growth rate is

significantly larger that reported in FY 2009 at the time of the economic downturn. Main Street ranks fourth in absolute growth since FY 2007.

Abolsute Growth Since 2007		
Rank	GEO	Avg. Growth
1	Park Meadows	\$ 6,130,535
2	Deer Valley	\$ 125,290,019
3	Thaynes	\$ (2,702,882)
4	Main Street	\$ 54,604,758
5	Rest of City	\$ (4,207,761)
6	Treasure Mount	\$ 52,560,898
7	Prospector	\$ (2,440,895)
8	Entryway	\$ (5,156,037)

Average Annual Growth Since 2007		
Rank	GEO	Avg. Growth
1	Park Meadows	13.14%
2	Deer Valley	10.53%
3	Treasure Mountain	6.02%
4	Main Street	5.09%
5	Rest of City	1.51%
6	Prospector	0.45%
7	Entryway	0.07%
8	Thaynes	-0.10%

**Seasonality**

Main Street has shown the third most seasonality of all the Geos, with an average of 43.6 percent of their estimated taxable sales coming in Quarter 3 (based on a historical average). Figure 3 demonstrates Main Street’s seasonality over the years, broken down by industry sectors.

Portion of Yearly Sales in Quarter 3		
Rank	GEO	FY '07-16
1	Treasure Mountain	62.5%
2	Deer Valley	51.9%
3	Main Street	45.1%
4	Prospector	41.9%
7	Thaynes	35.0%
5	Entryway	38.5%
8	Rest of City	34.1%
6	Park Meadows	37.8%

**Seasonality of Main Street**

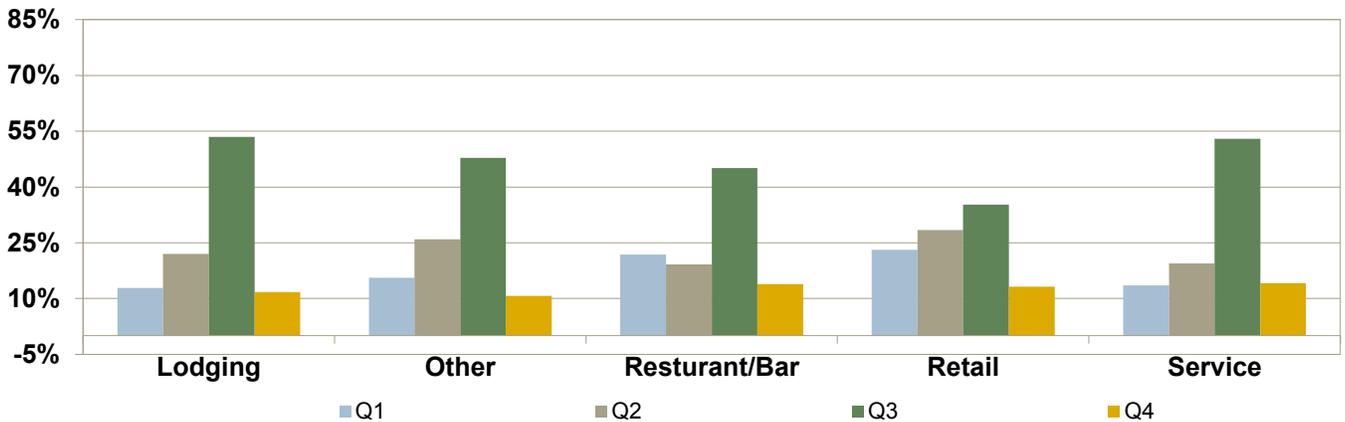


Figure 3 – Percent of Estimated Taxable Sales by Fiscal Quarter

