

Citywide Sales Trends

Annual Sales Trends

The average annual growth rate (AAGR) for sales overall in Park City between fiscal years 2008 and 2018 was 4 percent. When adjusted for inflation (approximately 1.4 percent over the last decade) that figure turns into a 1.9 percent real increase of the AAGR.

Since FY 2009 Total Sales have recovered substantially, reaching just over \$1 billion in FY 2018

Ten - Year Total Estimated Sales

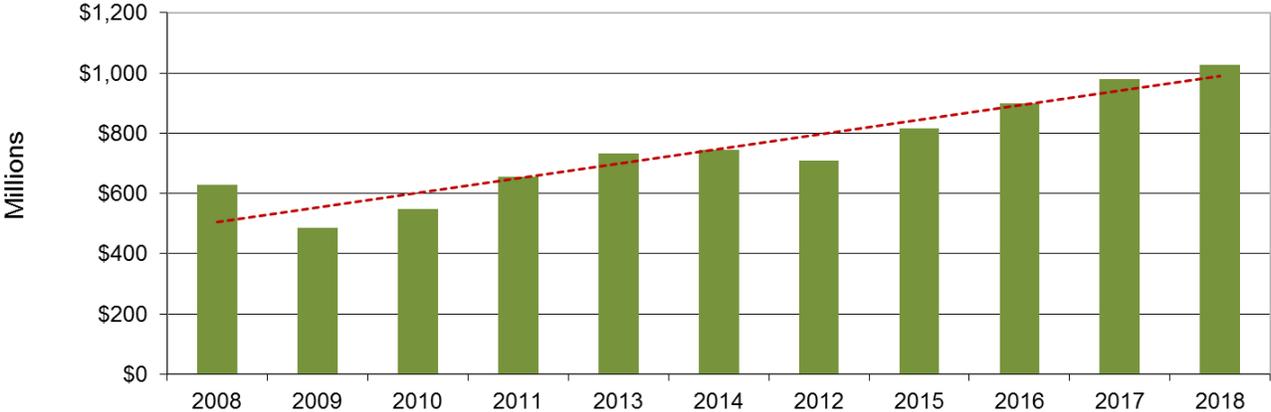


Figure 1 – Annual Park City Business Sales Revenues (Estimated) since 2008

FY 2018 exhibited an 5 percent increase in total sales from FY 2017. For FY 2018, Park City collected roughly \$10 million in local option sales tax revenue—equating to roughly \$1 billion in estimated taxable sales—representing a 44.65 million increase from the revenue collected in FY 2017.

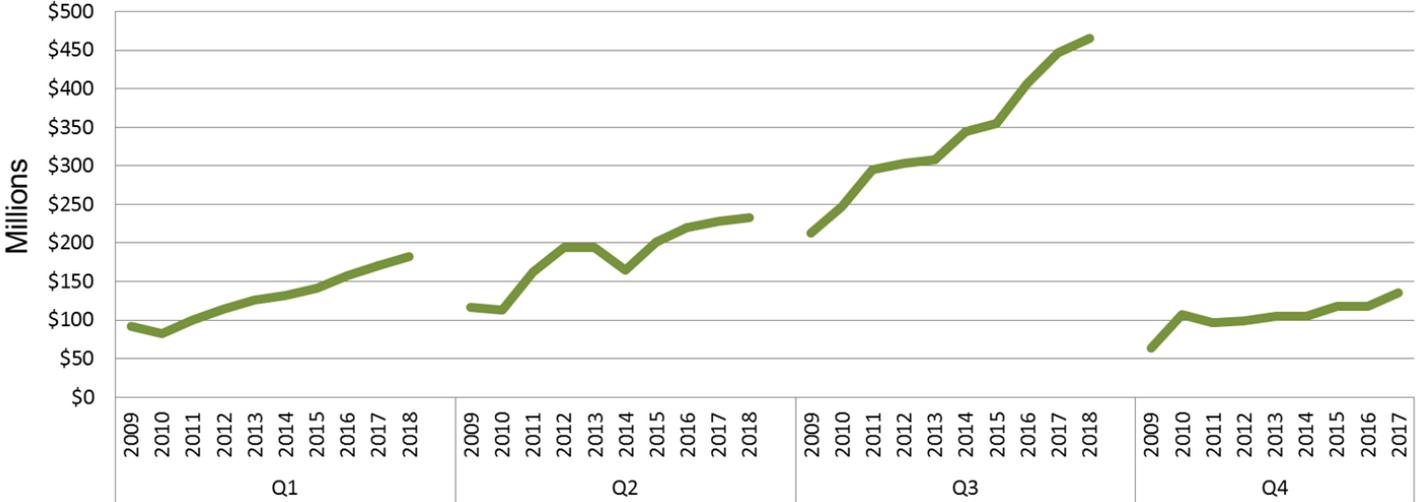


Traditionally, the 3rd fiscal quarter is the highest sales quarter of the year, (see Figure 2). Since the drop in 3rd quarter sales in FY 2009, 3rd quarter revenues have recovered substantially, breaching \$450 million.

Quarterly Sales Trends

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Taxable Sales Revenues by Quarter



Over the course of FY 2018 it can be seen that sales trends were very healthy with a strong 3rd fiscal quarter. Especially encouraging is the increase in FY 2018 February, a 12 percent increase from FY 2017 February (see figure 3).

Monthly Sales Trends

FY 2018's February is 12% higher than FY 2017's February

FY18 Monthly Sales Tax Revenue

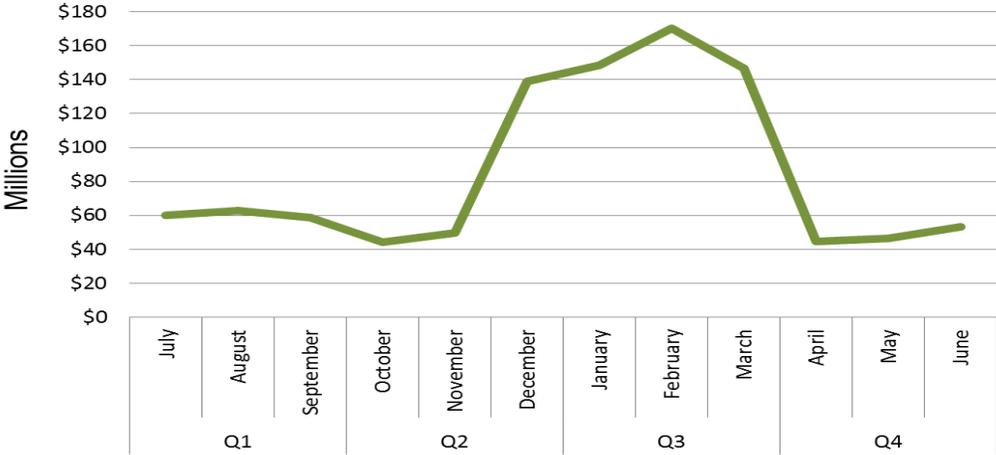


Figure 3 – FY 2018 Estimated Taxable Sales by Month