

**CITY OF LOVELAND**  
**SALES TAX COLLECTED: CASH BASIS**  
**DECEMBER 2024**

**YEAR-TO-DATE COMPARISON**

| <b><u>Geographical Area</u></b> | <b><u>2023</u></b>   | <b><u>2024</u></b>   | <b><u>%<br/>Inc/Dec</u></b> |
|---------------------------------|----------------------|----------------------|-----------------------------|
| South East Loveland             | \$ 14,582,416        | \$ 12,438,459        | -14.7%                      |
| North East Loveland             | 5,900,586            | 4,943,140            | -16.2%                      |
| North West Loveland             | 6,655,523            | 4,743,439            | -28.7%                      |
| Centerra                        | 4,291,105            | 4,580,994            | 6.8%                        |
| South West Loveland             | 2,598,077            | 2,472,264            | -4.8%                       |
| Promenade Shops                 | 2,000,195            | 2,095,796            | 4.8%                        |
| Orchards Shopping Center        | 3,279,538            | 2,075,467            | -36.7%                      |
| Downtown                        | 1,949,518            | 1,870,278            | -4.1%                       |
| The Ranch                       | 1,136,207            | 1,284,348            | 13.0%                       |
| Thompson Valley Shopping Center | 2,553,788            | 1,169,381            | -54.2%                      |
| Airport                         | 1,168,569            | 1,001,376            | -14.3%                      |
| Columbine Shopping Center       | 1,104,347            | 613,072              | -44.5%                      |
| Outlet Mall                     | 168,528              | 193,086              | 14.6%                       |
| All Other Areas                 | 14,781,410           | 18,306,903           | 23.9%                       |
| <b>Total</b>                    | <b>\$ 62,169,807</b> | <b>\$ 57,788,003</b> | <b>-7.0%</b>                |

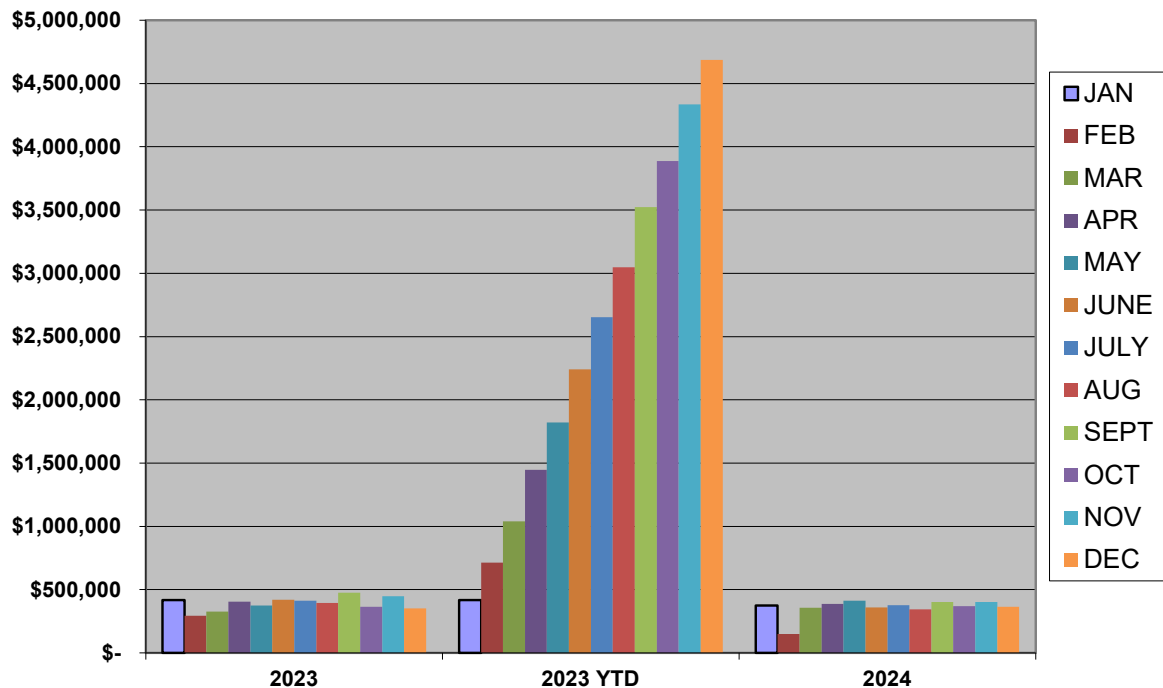
**CITY OF LOVELAND**  
**SALES TAX COLLECTED: CASH BASIS**  
**Month of December 2024**

| <b><u>Geographical Area</u></b> | <b><u>2024</u></b>  | <b><u>% of Total</u></b> |
|---------------------------------|---------------------|--------------------------|
| South East Loveland             | \$ 989,059          | 20.40%                   |
| Centerra                        | 378,108             | 7.80%                    |
| North West Loveland             | 360,254             | 7.40%                    |
| North East Loveland             | 354,933             | 7.30%                    |
| Promenade Shops                 | 189,566             | 3.90%                    |
| South West Loveland             | 177,677             | 3.70%                    |
| Downtown                        | 146,493             | 3.00%                    |
| Orchards Shopping Center        | 142,517             | 2.90%                    |
| The Ranch                       | 103,687             | 2.10%                    |
| Thompson Valley Shopping Center | 66,598              | 1.40%                    |
| Airport                         | 66,268              | 1.40%                    |
| Columbine Shopping Center       | 43,334              | 0.90%                    |
| Outlet Mall                     | 18,208              | 0.40%                    |
| All Other Areas                 | 1,822,393           | 37.40%                   |
| <b>Total of DECEMBER 2024</b>   | <b>\$ 4,859,095</b> | <b>100.00%</b>           |

**City of Loveland**  
**Motor Vehicle Use Tax Comparison (CASH BASIS)**  
**2023-2024 Comparison**

|      | <u>2023</u> | <u>2023 YTD</u> | <u>2024</u> | <u>2024 YTD</u> | <u>Year to Date<br/>Inc/Dec over<br/>2023</u> | <u>Curr Month<br/>Inc/Dec over<br/>2023</u> |
|------|-------------|-----------------|-------------|-----------------|-----------------------------------------------|---------------------------------------------|
| JAN  | \$ 418,568  | \$ 418,568      | \$ 373,761  | \$ 373,761      | -10.7%                                        | -10.7%                                      |
| FEB  | \$ 294,798  | \$ 713,366      | \$ 148,197  | \$ 521,958      | -26.8%                                        | -49.7%                                      |
| MAR  | \$ 326,343  | \$ 1,039,709    | \$ 355,861  | \$ 877,819      | -15.6%                                        | 9.0%                                        |
| APR  | \$ 405,794  | \$ 1,445,503    | \$ 388,333  | \$ 1,266,152    | -12.4%                                        | -4.3%                                       |
| MAY  | \$ 375,304  | \$ 1,820,807    | \$ 413,581  | \$ 1,679,733    | -7.7%                                         | 10.2%                                       |
| JUNE | \$ 420,014  | \$ 2,240,820    | \$ 358,109  | \$ 2,037,843    | -9.1%                                         | -14.7%                                      |
| JULY | \$ 412,924  | \$ 2,653,744    | \$ 378,031  | \$ 2,415,873    | -9.0%                                         | -8.5%                                       |
| AUG  | \$ 394,589  | \$ 3,048,333    | \$ 343,390  | \$ 2,759,264    | -9.5%                                         | -13.0%                                      |
| SEPT | \$ 475,139  | \$ 3,523,472    | \$ 401,412  | \$ 3,160,675    | -10.3%                                        | -15.5%                                      |
| OCT  | \$ 363,575  | \$ 3,887,047    | \$ 368,160  | \$ 3,528,835    | -9.2%                                         | 1.3%                                        |
| NOV  | \$ 446,738  | \$ 4,333,785    | \$ 403,018  | \$ 3,931,853    | -9.3%                                         | -100.0%                                     |
| DEC  | \$ 351,379  | \$ 4,685,164    | \$ 363,261  | \$ 4,295,114    | -8.3%                                         | 3.4%                                        |

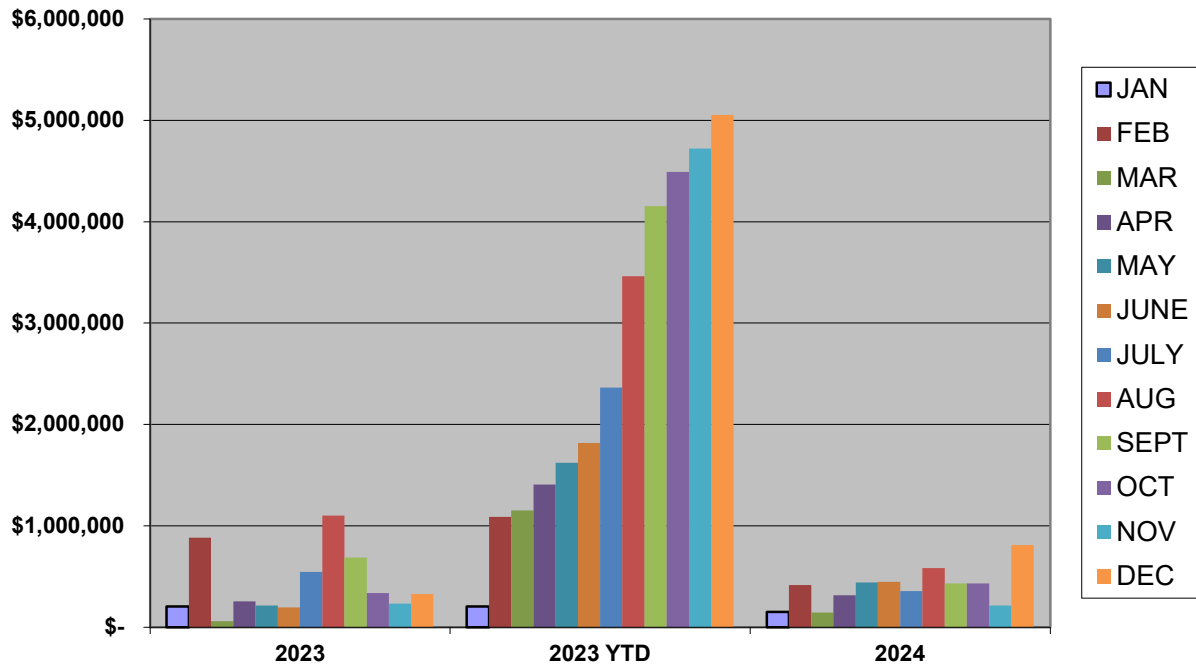
## MOTOR VEHICLE USE TAX COLLECTIONS



**City of Loveland**  
**Building Material Use Tax Comparison (CASH BASIS)**  
**2023-2024 Comparison**

|      | <u>2023</u>  | <u>2023 YTD</u> | <u>2024</u> | <u>2024 YTD</u> | Year to Date<br>Inc/Dec over<br><u>2023</u> | Curr Month<br>Inc/Dec over<br><u>2023</u> |
|------|--------------|-----------------|-------------|-----------------|---------------------------------------------|-------------------------------------------|
| JAN  | \$ 204,091   | \$ 204,091      | \$ 152,947  | \$ 152,947      | -25.1%                                      | -25.1%                                    |
| FEB  | \$ 885,226   | \$ 1,089,317    | \$ 415,452  | \$ 568,399      | -47.8%                                      | -53.1%                                    |
| MAR  | \$ 61,350    | \$ 1,150,667    | \$ 145,172  | \$ 713,571      | -38.0%                                      | 136.6%                                    |
| APR  | \$ 256,725   | \$ 1,407,392    | \$ 316,718  | \$ 1,030,289    | -26.8%                                      | 23.4%                                     |
| MAY  | \$ 214,210   | \$ 1,621,603    | \$ 442,897  | \$ 1,473,187    | -9.2%                                       | 106.8%                                    |
| JUNE | \$ 196,613   | \$ 1,818,215    | \$ 448,591  | \$ 1,921,777    | 5.7%                                        | 128.2%                                    |
| JULY | \$ 544,802   | \$ 2,363,017    | \$ 357,984  | \$ 2,279,762    | -3.5%                                       | -34.3%                                    |
| AUG  | \$ 1,100,442 | \$ 3,463,459    | \$ 584,654  | \$ 2,864,416    | -17.3%                                      | -46.9%                                    |
| SEPT | \$ 688,589   | \$ 4,152,048    | \$ 431,666  | \$ 3,296,082    | -20.6%                                      | -37.3%                                    |
| OCT  | \$ 337,833   | \$ 4,489,881    | \$ 431,748  | \$ 3,727,830    | -17.0%                                      | 27.8%                                     |
| NOV  | \$ 232,863   | \$ 4,722,744    | \$ 215,339  | \$ 3,943,169    | -16.5%                                      | -7.5%                                     |
| DEC  | \$ 328,924   | \$ 5,051,668    | \$ 812,725  | \$ 4,755,894    | -5.9%                                       | 147.1%                                    |

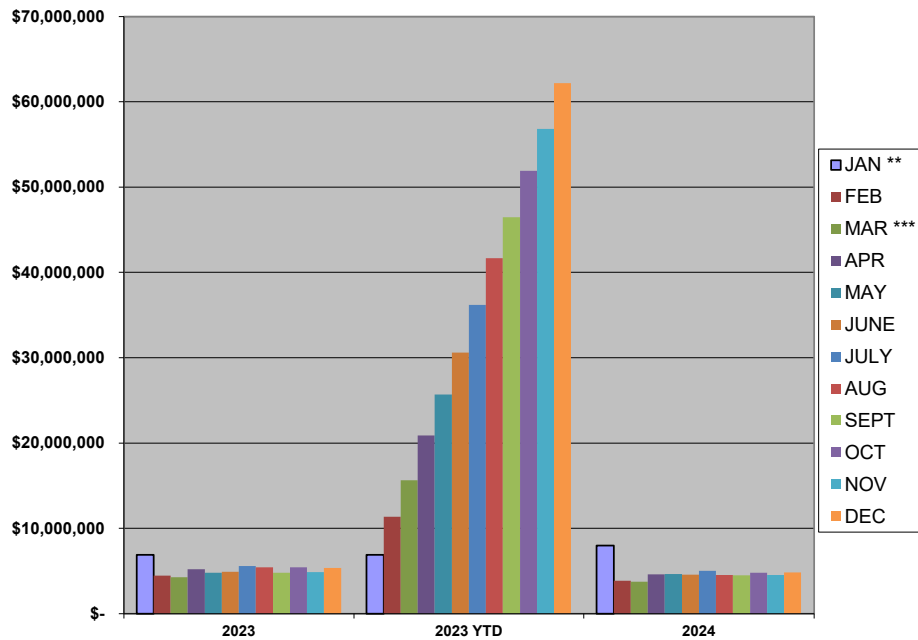
## BUILDING MATERIAL USE TAX COLLECTIONS



City of Loveland  
Retail Sales Tax (CASH BASIS)  
2023-2024 Comparison

|         | <u>2023</u> |           | <u>2023 YTD</u> |            | <u>2024</u> |           | <u>2024 YTD</u> |            | Year to Date<br>Inc/Dec over<br><u>2023</u> | Curr Month<br>Inc/Dec over<br><u>2023</u> |
|---------|-------------|-----------|-----------------|------------|-------------|-----------|-----------------|------------|---------------------------------------------|-------------------------------------------|
| JAN **  | \$          | 6,908,516 | \$              | 6,908,516  | \$          | 7,991,757 | \$              | 7,991,757  | 15.7%                                       | 15.7%                                     |
| FEB     | \$          | 4,465,702 | \$              | 11,374,218 | \$          | 3,865,256 | \$              | 11,857,013 | 4.2%                                        | -13.4%                                    |
| MAR *** | \$          | 4,280,015 | \$              | 15,654,233 | \$          | 3,746,561 | \$              | 15,603,575 | -0.3%                                       | -12.5%                                    |
| APR     | \$          | 5,230,904 | \$              | 20,885,137 | \$          | 4,614,689 | \$              | 20,218,264 | -3.2%                                       | -11.8%                                    |
| MAY     | \$          | 4,801,127 | \$              | 25,686,264 | \$          | 4,672,882 | \$              | 24,891,147 | -3.1%                                       | -2.7%                                     |
| JUNE    | \$          | 4,931,003 | \$              | 30,617,267 | \$          | 4,569,774 | \$              | 29,460,921 | -3.8%                                       | -7.3%                                     |
| JULY    | \$          | 5,579,886 | \$              | 36,197,153 | \$          | 5,033,911 | \$              | 34,494,832 | -4.7%                                       | -9.8%                                     |
| AUG     | \$          | 5,454,191 | \$              | 41,651,343 | \$          | 4,557,930 | \$              | 39,052,762 | -6.2%                                       | -16.4%                                    |
| SEPT    | \$          | 4,823,666 | \$              | 46,475,010 | \$          | 4,524,049 | \$              | 43,576,811 | -6.2%                                       | -6.2%                                     |
| OCT     | \$          | 5,428,996 | \$              | 51,904,005 | \$          | 4,820,748 | \$              | 48,397,558 | -6.8%                                       | -11.2%                                    |
| NOV     | \$          | 4,898,033 | \$              | 56,802,039 | \$          | 4,531,349 | \$              | 52,928,908 | -6.8%                                       | -7.5%                                     |
| DEC     | \$          | 5,367,769 | \$              | 62,169,807 | \$          | 4,859,095 | \$              | 57,788,003 | -7.0%                                       | -9.5%                                     |

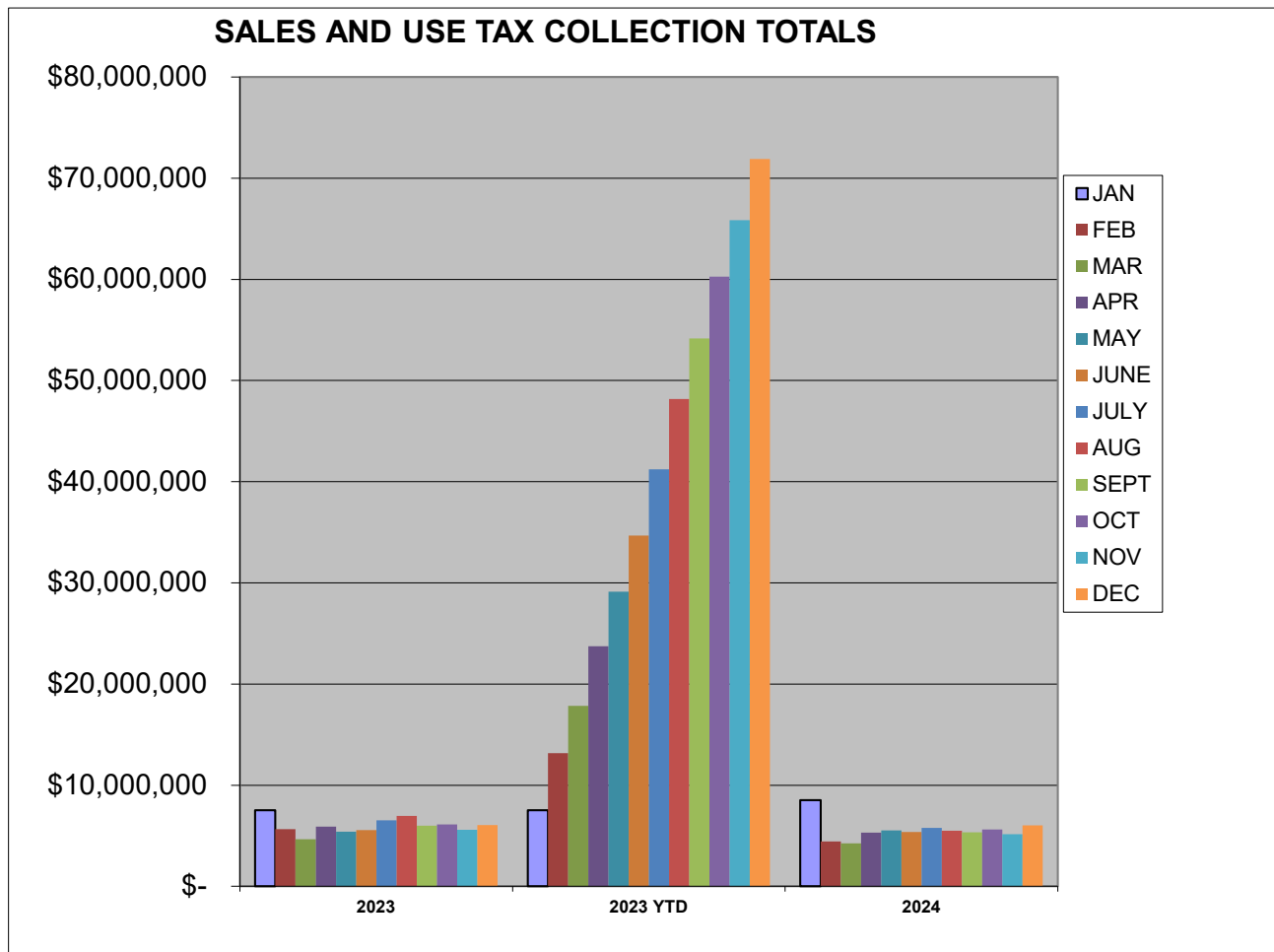
## RETAIL SALES TAX COLLECTIONS



\* Indicates Quarterly Returns also included  
\*\* Indicates Quarterly and Yearly Returns also included  
\*\*\* Journal Entry Adjustment Correction

City of Loveland  
Sales & Use Tax Total Comparison (CASH BASIS)  
2023-2024 Comparison

|      |    | <u>2023</u> |    | <u>2023 YTD</u> |    | <u>2024</u> |    | <u>2024 YTD</u> | Year to Date<br>Inc/Dec over<br><u>2023</u> | Curr Month<br>Inc/Dec over<br><u>2023</u> |
|------|----|-------------|----|-----------------|----|-------------|----|-----------------|---------------------------------------------|-------------------------------------------|
| JAN  | \$ | 7,531,176   | \$ | 7,531,176       | \$ | 8,518,465   | \$ | 8,518,465       | 13.1%                                       | 13.1%                                     |
| FEB  | \$ | 5,645,725   | \$ | 13,176,901      | \$ | 4,428,906   | \$ | 12,947,371      | -1.7%                                       | -21.6%                                    |
| MAR  | \$ | 4,667,708   | \$ | 17,844,609      | \$ | 4,247,594   | \$ | 17,194,965      | -3.6%                                       | -9.0%                                     |
| APR  | \$ | 5,893,423   | \$ | 23,738,032      | \$ | 5,319,741   | \$ | 22,514,706      | -5.2%                                       | -9.7%                                     |
| MAY  | \$ | 5,390,641   | \$ | 29,128,673      | \$ | 5,529,361   | \$ | 28,044,067      | -3.7%                                       | 2.6%                                      |
| JUNE | \$ | 5,547,629   | \$ | 34,676,302      | \$ | 5,376,474   | \$ | 33,420,541      | -3.6%                                       | -3.1%                                     |
| JULY | \$ | 6,537,612   | \$ | 41,213,914      | \$ | 5,769,926   | \$ | 39,190,467      | -4.9%                                       | -11.7%                                    |
| AUG  | \$ | 6,949,222   | \$ | 48,163,136      | \$ | 5,485,975   | \$ | 44,676,441      | -7.2%                                       | -21.1%                                    |
| SEPT | \$ | 5,987,394   | \$ | 54,150,530      | \$ | 5,357,127   | \$ | 50,033,568      | -7.6%                                       | -10.5%                                    |
| OCT  | \$ | 6,130,404   | \$ | 60,280,934      | \$ | 5,620,655   | \$ | 55,654,223      | -7.7%                                       | -8.3%                                     |
| NOV  | \$ | 5,577,634   | \$ | 65,858,568      | \$ | 5,149,706   | \$ | 60,803,929      | -7.7%                                       | -7.7%                                     |
| DEC  | \$ | 6,048,071   | \$ | 71,906,639      | \$ | 6,035,081   | \$ | 66,839,011      | -7.0%                                       | -0.2%                                     |



| City of Loveland                                  |               |                      |             |                   |              |              |               |          |            |              |
|---------------------------------------------------|---------------|----------------------|-------------|-------------------|--------------|--------------|---------------|----------|------------|--------------|
| Summary of Sales Tax Collections by Industry Code |               |                      |             |                   |              |              |               |          |            |              |
|                                                   |               | Twelve months, ended |             | December 31, 2024 |              |              |               |          |            |              |
|                                                   |               |                      |             |                   |              |              |               |          |            |              |
|                                                   |               |                      |             |                   |              |              |               |          |            |              |
|                                                   |               |                      |             |                   |              |              |               |          |            |              |
| Description                                       | December 2024 | December 2023        | \$ Change   | % Change          | YTD 2024     | YTD 2023     | \$ Change     | % Change | % of Total | Cumulative % |
| Restaurants & Bars                                | \$ 662,070    | \$ 625,482           | 36,588      | 5.8%              | 8,410,538    | 8,036,903    | \$ 373,635    | 4.6%     | 14.6%      | 14.6%        |
| Department Stores & General Merchandise           | 555,293       | \$ 855,597           | (300,304)   | -35.1%            | 6,678,060    | 10,305,391   | (3,627,331)   | -35.2%   | 11.6%      | 26.1%        |
| Electronic Shopping & Mail-Order Houses           | 587,078       | \$ 401,063           | 186,015     | 46.4%             | 5,959,214    | 3,733,787    | 2,225,427     | 59.6%    | 10.3%      | 36.4%        |
| Building Material & Lawn & Garden Supplies        | 395,889       | \$ 458,195           | (62,306)    | -13.6%            | 5,772,734    | 5,828,458    | (55,724)      | -1.0%    | 10.0%      | 46.4%        |
| Motor Vehicle Dealers, Auto Parts & Leasing       | 448,012       | \$ 440,959           | 7,053       | 1.6%              | 5,550,995    | 5,714,604    | (163,609)     | -2.9%    | 9.6%       | 56.0%        |
| Utilities                                         | 188,671       | \$ 209,993           | (21,322)    | -10.2%            | 3,008,412    | 3,128,574    | (120,162)     | -3.8%    | 5.2%       | 61.2%        |
| Misc. Retail Including Used Merchandise Stores    | 228,933       | \$ 212,482           | 16,451      | 7.7%              | 2,793,264    | 2,754,407    | 38,857        | 1.4%     | 4.8%       | 66.1%        |
| Grocery Stores & Specialty Foods                  | 118,869       | \$ 530,767           | (411,898)   | -77.6%            | 2,252,430    | 6,351,838    | (4,099,408)   | -64.5%   | 3.9%       | 70.0%        |
| Consumer Goods & Commercial Equipment Rental      | 115,410       | \$ 121,471           | (6,061)     | -5.0%             | 2,136,408    | 1,554,973    | 581,435       | 37.4%    | 3.7%       | 73.7%        |
| Hotels, Motels & Other Accommodations             | 74,437        | \$ 88,085            | (13,648)    | -15.5%            | 1,570,338    | 1,541,867    | 28,471        | 1.8%     | 2.7%       | 76.4%        |
| Clothing & Clothing Accessories Stores            | 107,090       | \$ 100,034           | 7,056       | 7.1%              | 1,355,059    | 1,288,216    | 66,843        | 5.2%     | 2.3%       | 78.7%        |
| Sporting Goods, Hobby, Book & Music Stores        | 116,014       | \$ 99,895            | 16,119      | 16.1%             | 1,352,225    | 1,432,427    | (80,202)      | -5.6%    | 2.3%       | 81.1%        |
| Electronics & Appliance Stores                    | 85,966        | \$ 89,656            | (3,690)     | -4.1%             | 1,011,216    | 1,123,151    | (111,935)     | -10.0%   | 1.7%       | 82.8%        |
| Beer, Wine & Liquor Stores                        | 69,588        | \$ 70,079            | (491)       | -0.7%             | 851,780      | 951,446      | (99,666)      | -10.5%   | 1.5%       | 84.3%        |
| Health & Personal Care Stores                     | 71,416        | \$ 75,545            | (4,129)     | -5.5%             | 823,694      | 890,917      | (67,223)      | -7.5%    | 1.4%       | 85.7%        |
| Gasoline Stations with Convenience Stores         | 63,194        | \$ 78,840            | (15,646)    | -19.8%            | 782,382      | 904,329      | (121,947)     | -13.5%   | 1.4%       | 87.1%        |
| Broadcasting & Telecommunications                 | 52,785        | \$ 58,347            | (5,562)     | -9.5%             | 670,493      | 717,705      | (47,212)      | -6.6%    | 1.2%       | 88.2%        |
| Furniture & Home Furnishing Stores                | 39,098        | \$ 38,069            | 1,029       | 2.7%              | 538,927      | 578,043      | (39,116)      | -6.8%    | 0.9%       | 89.2%        |
| Office Supplies, Stationery & Gift Stores         | 14,733        | \$ 13,262            | 1,471       | 11.1%             | 187,112      | 189,419      | (2,307)       | -1.2%    | 0.3%       | 89.5%        |
| All Other Categories                              | 864,549       | \$ 799,948           | 64,601      | 8.1%              | 6,082,722    | 5,143,352    | 939,370       | 18.3%    | 10.5%      | 100.0%       |
|                                                   |               |                      |             |                   |              |              |               |          |            |              |
| Total                                             | \$ 4,859,095  | \$ 5,367,769         | \$(508,674) | -9.5%             | \$57,788,003 | \$62,169,807 | \$(4,381,804) | -7.0%    | 100.0%     |              |